A Thoughtful Journey Toward Sustainable Choices: Can Mindfulness Enhance Behavior Intent?

by

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ABSTRACT

The tourism industry continues to mature as many consumers are demanding more responsible and sustainable development. Mindfulness has been studied in tourism as a cognitive trait recognized by actively processing information through an acute sensitivity to an individual's environment and openness to new information. Mindfulness has been shown to predict behaviors related to tourism and recreation. The Theory of Planned Behavior (TPB) has been extensively applied to understand human behavior. Despite TPB's extensive history in the social sciences, researchers continue to incorporate new social factors to explain behavior. This study employs an emerging psychological construct, mindfulness, into the TPB model as an enhancement to conceptual and empirical discrepancies.

This study aimed to: (1) understand the presence of mindfulness among those who travel, and (2) test a hypothesized relationship between mindfulness and intent to be sustainable on vacation. The research seeks to answer - does mindfulness add to a traveler's likelihood to behave sustainably in a destination with active sustainable initiatives? The purpose of this study is to showcase emerging consumer traits, like mindfulness, to enhance visitor experiences through sustainability initiatives.

A survey research method was employed to provide a broad, generalizable set of findings from a group of people who were planning a trip and may have visited a specific destination. This study partnered with Sedona Chamber of Commerce and Tourism Bureau to access such a population. The survey was conducted with a self-administered online survey and 550 completed surveys were obtained. Behavior intention to be

sustainable, in any visited destination, was regressed twice to address the research question. The first regression included original TPB independent variables (such as attitude, social norms, perceived behavioral control). The second regression added the mindfulness variable. The mindfulness variable was found to be positive and significant in a general context. The model was tested for those who traveled to Sedona and mindfulness and actual behaviors associated with sustainability were strongly related. A traveler's perception of their ability to control behaviors had a significant role when paired with mindfulness. Results suggest the TPB model has availability to incorporate new consumer behavior traits to understand behavior intention.

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INTRODUCTION

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Sustainable Tourism

The tourism industry is a growing, diverse, and far-reaching industry that shows little signs of waning (Bowman, 2011; Cultural Survival Incorporated, 1982; Honey, 2003; do Paco, Alves, & Nunes, 2012; Weeden, 2002; World Travel and Tourism Council, 2010). Similar to many others sectors, this industry is driven by the wants, needs, and overall behaviors of the consumer. Although the often touted social benefits of the tourist dollar has been exhibited by facts and statistical indices of business, there have been several studies reporting the visible and invisible negative effects to a visited-host destination (Bowman, 2011; Bricker, Black, & Cottrell, 2012; Conway & Timms, 2010; Hedlund, 2011). Some of these negative impacts include increased stress on local residents, the local economy (if businesses are not locally owned), and especially on the environment (Bowman, 2011; Conway & Timms, 2010; Hedlund, 2011). The need to implement sustainable development and marketing tactics to better shape more responsible consumptive behavior within visited destinations is necessary. Understanding the traveling consumers' intentions to behave sustainably should come first (Conway & Timms, 2010; Francis-Lindsay, 2009; Hedlund, 2011; Martinez-Perez, Garcia-Villaverde, & Elche, 2015; Zavattaro, 2014).

The term sustainability has no single definition and is often fluid to the context in which it is used. Most recently definitions of sustainability have integrated the ideas of sustainable development, which focuses on three major concepts: environmental, economic, and socio-cultural protection (Kates, Parris, & Leiserowitz, 2005; Zavattaro, 2014). This synergistic approach to sustainability is often referred to as the three dimensional approach to sustainability (Honey, 2003; Jayawardena, Pollard, Chort, Choi, & Kibicho, 2013; Kates et. al., 2005; Zavattaro, 2014). Currently, in relation to sustainability, the general focus within tourism literature is toward the industry's environmental impacts and the associations for (1) decreasing operational costs connected with water, waste, and energy, and (2) marketing concentrated on consumers with relation to environmental impact concerns (Boley & Uysal, 2013; Butler, 2008; Dolnicar & Grün, 2009; Higgins-Desbiolles, 2010; Lansing & De Vries, 2007; do Paco et al., 2012; Zavattaro, 2014). Although there have been studies examining pro-environmental behavior intent of travelers, there have been few studies focusing exclusively on behavior intent with a three dimensional sustainability focus (Dolcinar & Grün, 2009).

Consumer Behavior

With the current advancement for alternative travel experiences, the research on consumer behavior must shift perspectives as well (Conway & Timms, 2010; Hawkes, 2006; Jamrozy, 2007; Martinez-Perez et al., 2015; Weeden, 2002; Zavattaro, 2014). As a traveler often plans their trip, the traveler ultimately has control over their behavior and decision-making, in a visited destination (Langer, 1989), even if they are on a group tour.

Destination planning often comes from internal information of a traveler, such as past experiences, personal motivation and characteristics, along with information received from external sources (Baloglu & McCleary, 1999). The decision-making process of getting to a destination follows the decision of the initial destination, and a decision maker often considers options that easily come to mind based on previous experience (Tversky & Kahneman, 1973). Past experience as a route to shape decision-making is concurrent with the notion that past experience contributes to building attitude strength (Ajzen & Fishbein, 2000). An attitude toward a behavior, from an individual, is one of the major constructs that are used within the theoretical framework from Ajzen's (1985, 1991) Theory of Planned Behavior (TPB). This study utilized the TPB, which has predictive utility for an expansive range of human behaviors (Han, Hsu, & Sheu, 2010).

The widely used TPB applies the notion that higher levels of behavioral intent lead to a higher likelihood of actual behavior. A major premise of the theory is that through past experience an individual develops values, which then cultivates attitudes, which is a major predictor of behavior intention (Ajzen, 1985; Ajzen, 1991). Despite thousands of articles that utilized the TPB over the past three decades (Ajzen, 2011; Sniehotta, 2009), there has been a good deal of criticism concerning its conceptual (Greve, 2001; Ogden, 2003, Sniehotta, 2009) and empirical (Hardeman, Johnston, Johnston, Bonetti, Wareham, & Kinmonth, 2002; Sniehotta, 2009) foundations. One of the several limitations that have been discussed within the literature of TPB is that although the model considers normative influences, it still does not take into account environmental or economic factors that may influence a person’s intention to perform a

behavior. Therefore, utilizing TPB to understand intent of a traveler to behave sustainably within a visited destination could be very useful. In further understanding where to implement sustainable infrastructure and marketing to increase sustainable behavior, the current model may be insufficient.

A traveler is often met with the newness of a destination, cultural customs, and/or understanding of an area; this change could perhaps contribute to unintentional variance (King et al., 2011) in generally conducted behavior. Examples of this include: driving to walkable places because of a lack of understanding of local public transportation, failing to recycle because one does not know where the nearest recycling bin is in the visited destination, or eating at a nationally owned restaurant that the traveler is familiar with instead of partaking in the local cuisine.

Mindfulness

The Theory of Planned Behavior can be extended to integrate a construct that attempts to account for unintentional factors (King, Lewis, & Abdul Hanan, 2011). The proposed construct to address unintentional factors or awareness short fallings is *mindfulness*, which has begun to be applied more widely in a number of disciplines and settings. This study conceptualizes mindfulness, as a construct, from the ideas of Langer (1989). Langer (1989) describes mindfulness as active decision making and the natural inclination or ability for a person to critically process information, which in turn results in the development of new categories, openness to new information, and an awareness to more that one perspective (Langer, 1989; Langer and Moldoveanu, 2000). An individual

with a higher level of mindfulness is more proactive in decision making that is associated with a more involved level of analysis in which a person is more accepting of new concepts from multiple perspectives (Carson & Langer, 2006). Mindlessness embodies the opposite end of the spectrum and is associated with passive decision-making where information analysis tends to derive from past experience and tends to be systematic (Djikic & Langer, 2007; Langer, 1989, Langer and Moldoveanu, 2000).

Mindfulness, as a construct, has appeared in the literature for approximately 30 years (Langer, 1989), taking a large presence in psychology and wellness studies. Langer and Moldoveanu (2000) suggest that mindfulness is a product of not only situational, but also intrapersonal factors (Frauman & Norman, 2004). While mindfulness has only been recently been applied in the tourism context, this perspective of mindfulness, coupled with TPB model, gives the construct much opportunity to explain the deeper meaning behind the decision making process that leads to behavior of the ever consuming traveler (Brown, Ryan, & Creswell, 2007; Pearce & Packer, 2013).

Problem Statement and Research Question

This study is aimed at: (1) understanding the presence of mindfulness among those who travel and (2) testing a hypothesized relationship between mindfulness and behavior intention to be sustainable or unsustainable. These relationships will be in the context of the tourism industry with those seeking information on travel from a chamber of commerce. The research question this study addresses is: does mindfulness add to a traveler's likelihood to behave sustainably in a visited destination with active sustainable initiatives? This study investigates the intention-behavior relationship (Webb & Sheers,

2006) and, in particular, the extent to which this relationship may be controlled, or mediated, by the mindfulness construct (Chatzisarantis & Hagger, 2007; King et al., 2011) through destination marketing materials and trip planning.

Conceptual Model and Hypothesis

The proposed model (Figure 1) shows the different linear relationships hypothesized to strengthen behavior intention. The independent variables are the three constructs from the Theory of Planned Behavior (attitude, subjective norm, and perceived behavioral control) and, the newly proposed addition to the theory, mindfulness. The dependent variable in this model is behavior intention. Mindfulness is expected to increase the predictive power of the original TPB model and possibly mediate or suppress some of the influence of attitude, social norms, or perceived behavioral control.

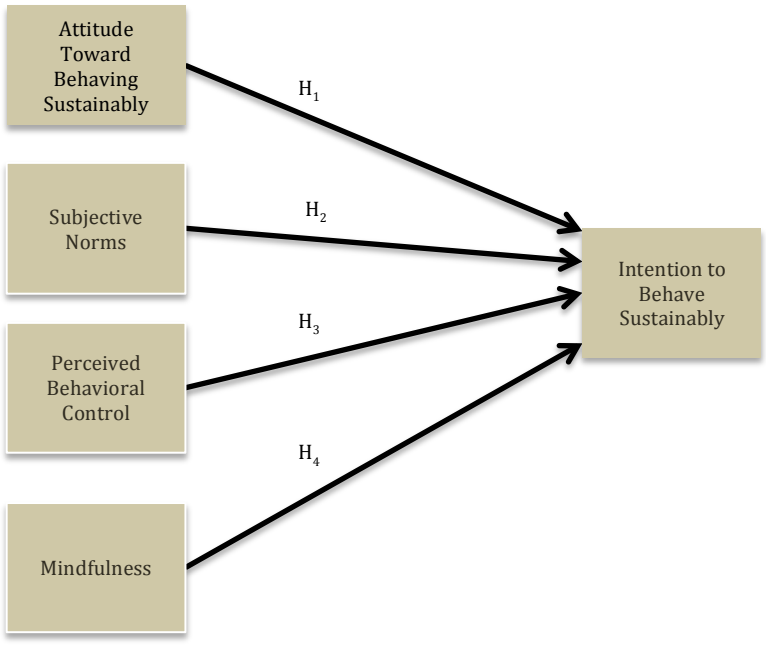

Figure 1. *An Extended Model of the Theory of Planned Behavior to Incorporate the Mindfulness Construct*

The following hypotheses are proposed:

Hypothesis 1: Attitude toward behaving sustainably will have a positive and significant relationship on intention to behave sustainably.

Hypothesis 2: Subjective norms will have a positive and significant relationship on intention to behave sustainably.

Hypothesis 3: Perceived behavioral control will have a positive and significant relationship on intention to behave sustainably.

Hypothesis 4: Mindfulness will have a positive and significant relationship on intention to behave sustainably.

Purpose Statement

The purpose of this study is to add to the limited empirical literature that utilizes the mindfulness construct as a potential added dimension to the Theory of Planned Behavior. Furthermore, the extent in which that relationship exists is lacking within a tourism context. Enhancing this perspective in the theoretical and academic literature can enhance future opportunity for applicability from industry practitioners. If there is a relationship between mindfulness and the likelihood to behave sustainably while traveling this could be utilized to help destinations build on their efforts to become sustainable and recognized by certifying organizations, such as the Global Sustainable Tourism Council.

Delimitations

This study will be delimited to the following:

1. Travelers who have requested information about a single destination.
2. Participants 18 years or older.
3. Sustainability is often case-by-case oriented, so certain contexts, such as location, will not necessarily be addressed in every question, rather these behaviors will convey sustainability in a general sense.
4. Within a population list of travel information requesters, the most recent six months of requests are included in this research.
5. Self-reported behaviors about information use and sustainable behaviors in a general more general context.

Limitations

This study will be limited in the following:

1. Medium-to-large change in intention results in a small-to-medium change in actual behaviors, causing overestimating (Webb & Sheeran, 2006).
2. Self-report bias (Chao & Lam, 2011).
3. Predictive validity of intent to accurately measure behavior (Ajzen, 2011)
4. The TPB does not specify the origin of determinant beliefs of attitudes and subjective norm comes from.
5. There are several measurements to mindfulness, which makes grounding it as a theory difficult.
6. Consumer confusion often makes defining sustainable behavior difficult (Jenkins & Schröder, 2013).

Definition of Terms

Attitude. The degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991, p. 188).

Behavioral Beliefs. An individual's subjective probability that performing a behavior will lead to certain consequences (Han et al., 2010).

Behavior Intent. The degree to which a person has formulated conscious plans to perform or not perform some specified future behavior (Warshaw & Davis, 1985).

Control Beliefs. One's perception of the presence/absence of resources/opportunities needed to perform a specific behavior, and that individual's assessment of the level of importance of such resources/opportunities for the achievement of outcomes (Ajzen & Fishbein, 1980; Han et al., 2010).

Mindfulness (a construct). "Mindfulness" as used throughout the document will refer to the mindfulness-mindlessness construct that is anchored by mindfulness and

mindlessness (Langer, 1989)

Mindfulness. A cognitive trait, recognized by actively processing information through an acute sensitivity to an individual's environment and openness to new information (Frauman & Norman, 2004; Langer & Moldoveanu, 2000)

Mindlessness. Information processing that is associated with being compartmentalized by categories, automatic behavior, and acting from a sole perspective (Langer, 1989).

Normative Beliefs. What salient referents think an individual should, or should not, do and their motivation to comply to those referents (Ajzen & Fishbein, 1980; Han et al., 2010).

Perceived Behavioral Control. A perception of the ease or difficulty toward performing a behavior, and has compared it to Bandura's notion of self-efficacy (Ajzen & Madden, 1986).

Subjective Norms. The perceived opinions of significant others who are close/important to an individual and those people influence said individual's decision-making (Han et al., 2010).

Sustainable Behaviors. Behaviors that allow consumers to fulfill their needs without compromising social, economic, and environmental opportunities of future generations to meet their own needs (Brundtland Commission, 1987; Bricker et al., 2012).

Travel/Traveler. *Travel* refers to the activity of *travellers*. A *traveler* is someone who moves between different geographic locations, for any purpose and any duration. (United Nations, 2010).

Trip. Refers to the travel by a person from the time of departure from his/her usual residence until he/she returns (United Nations, 2010)

LITERATURE REVIEW

The literature related to this study is reported in this chapter. For organizational purposes, the literature is presented under the following topics: (1) Sustainable Tourism, (2) Theory of Planned Behavior (TPB), and (3) Mindfulness.

Sustainable Tourism

While there are several definitions to sustainability (Goodland, 1995, Jenkins & Schroder, 2013), the most commonly used definition was constructed by the Brundtland Commission (1987), which defined sustainability as "progress that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition of sustainability has continued to grow (Goodland, 1995; Kates et al., 2005) into incorporating development and focuses on three particular dimensions (pillars): environmental, socio-cultural, and economic protection (Barber & Deale, 2014; Kates et al., 2005; Zavattaro, 2014).

As the era of the millennium began, the United Nations (UN) created The Millennium Development Goals (MDG). These goals seek to address key development priorities through a set of specific goals and targets, which include (Bricker, et al., 2013): MDG 1. Eradicate Extreme Poverty and Hunger, MDG 2. Achieve Universal Primary Education, MDG 3. Promote Gender Equality, MDG 4. Reduce Child Mortality, MDG 5. Improve Maternal Mortality, MDG 6. Combat HIV/AIDS, Malaria, and Other Diseases, MDG 7. Ensure Environmental Sustainability, and MDG 8. Global Partnership for Development. MDG focuses on incorporating these major dilemmas within the three dimensional focus of sustainability.

National and global initiatives, such as the Global Sustainable Tourism Certification, set new benchmarks, standards, and performance indicators for the tourism industry (Bricker et al., 2013). Within these new standards also comes the development of associations and non-profit support to make sure that traditional sense of community and governance structures do not become destroyed or corrupt with new development implementation.

In years since the initial development of the MDG, tourism scholars have increasingly acknowledged that balancing the three dimension of sustainability is not working as smoothly as anticipated (Gill & Williams, 2011; Manuel-Navarrete, 2016; Matarrita-Cascante, 2010). Economic growth is promoted most often throughout the majority of destinations with the expense of the other two dimensions. Unlike many other industries, tourism has the unique potential to redistribute income toward areas that have been marginalized from the global economy until recently, however it cannot come at the expense of the other two pillars of sustainability. In order to realize and protect this potential there are two very important steps that need to be taken. First, it is critical to promote a greater level of local involvement in the planning and development of destinations. This is a governance challenge that scholars are well equipped to address, however, these solutions must be communicated to practitioners as well. Second, consumers need to be made aware of their impacts on tourism, ranging from impacts on physical space within destinations, the economy, and the people and culture they interact with. Most tourism research that focuses on the implementation of the three dimensions of sustainability are mainly focused on industry and destination impact.

Sustainable tourism definitions remain vague and sometimes meaningless (Bowman, 2011; Higgins-desbiolles, 2010; Jamrozy, 2007; Lansing & De Vries, 2006). The traveler, defined in this study as "someone who moves between different geographic locations, for any purpose and any duration," (United Nations, 2010) thus often does not know how tourism relates to three-dimensional approach to sustainability due to the ambiguity behind multiple definitions. Adding to the difficulties of behaving sustainably while traveling, travelers are often met with a variety of new external experiences that differ from what they experience in their home environment. These new experiences could unintentionally shape their normal every day, sustainable or unsustainable, behaviors.

This relationship has not been heavily examined with the context of a three-dimension approach to sustainability in the tourism literature; this is a gap this current study seeks to address. In the context of this study, the term unsustainable will refer to a practice or behavior that does not incorporate the three pillars of sustainability: economic, socio-cultural, and environmental.

Sustainable behavior of a traveler manifests from applying sustainable practices and behaviors into a tourism framework (Bowman, 2011; Hawkes, 2006). Two examples of this are slow tourism and the local food movement. Slow tourism develops from the Italian-born 'slow food movement', and is guided by a motivation on relieving the time space burdens that amass in today's alienated isolated capitalist world (Conway & Timms, 2010; Üstündağlı, Baybars, Güzeloğlu, 2015). The local food movement idea focuses on how local food can play an important role in sustainable tourism because it

appeals to the visitor's desires for authenticity within a travel experience (Sims, 2009). It is argued that an emphasis on locally sourced products, such as foods and drinks, offered for tourists can have major associations for the economic, cultural, and environmental sustainability of tourism destinations (Everett & Aitchison, 2008; Sims, 2009). Both examples stem from the argument that fall into several alternative tourism models, in that consumers seek to alter their consumption practices, not just to suppress negative side effects of current lifestyles, but also because they are finding new ways to draw pleasure in experiences (Martínez-Pérez, García-Villaverde & Elche, 2015; Sims, 2009).

Specifically in relation to consumptive behaviors of a traveler, sustainable behavior can come in a variety of ways. Sustainable practices can include, buying locally sourced food products, staying at locally operated establishments, using locally owned transportation services, choosing operated tours that do not have practices that degrade the natural environment, and seeking establishments that also promote sustainable practices. The consumer choices and behaviors, in the case of tourism and many other industries, have a great power in shaping the fate of sustainable application within a destination.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is an extension of Ajzen and Fishbein's Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1977; Ajzen & Fishbein, 1980). TRA describes that most human behaviors are predictable based on intention because such behaviors are volitional and under the control of intention (Ajzen & Fishbein, 1980; Warshaw & Davis, 1984). Individuals in their decision process have a high degree of

volitional control, and therefore make reasoned choices among alternatives. According to TRA, behavioral intention is a function of two factors, attitude toward performing the behavior and subjective norm, which correspond with behavioral and normative beliefs. Consequently, because of its strong predictive power, TRA was widely utilized as a model to predict behavioral intention and behavior in fields of marketing and consumer behaviors (Sheppard, Hartwick, & Warshaw, 1988; Shimp & Kavas, 1984). Ajzen modified his theory to incorporate an additional dimension of perceived behavioral control as a determinant of behavioral intention (Figure 2).

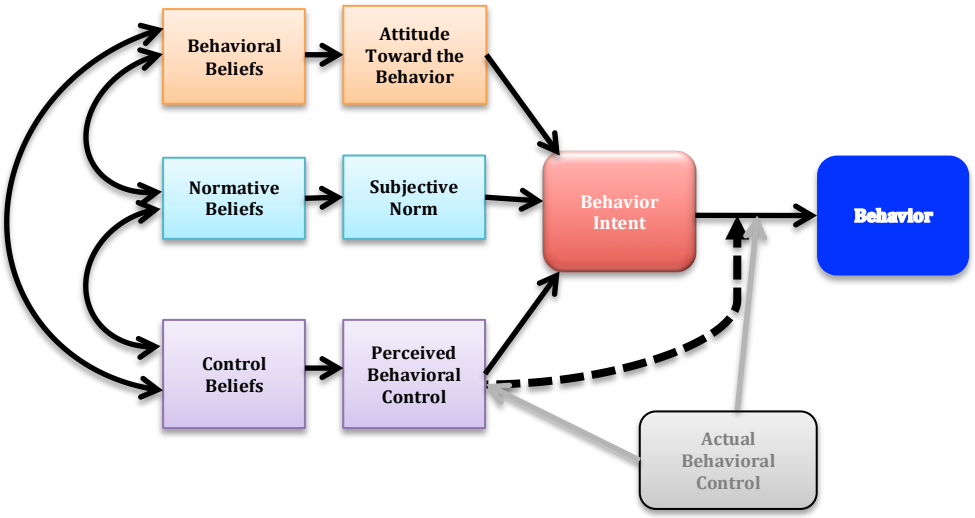

Figure 2: *Adapted from Ajzen, 2006 Theory of Planned Behavior Model*

This added dimension correspondingly relates to control beliefs (CBs) (Haan et. al., 2011). According to the TPB, three conceptually independent types of functions guide behavior intent, which in turn guides human behavior indirectly via intentions, these functions are; (1) *Attitude toward a behavior*, (2) *Subjective norm*, and (3) *Perceived behavioral control* (Figure 2) **(**Ajzen & Fishbein, 1980; Ajzen, 1991; Ajzen, 2006; Han et

al., 2010, Sniehotta, 2009)**.** These three determinants are aggregates of beliefs about the likely consequences of a behavior (behavioral beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior (control beliefs) (Ajzen, 2006). As a typical rule, the more favorable the attitude and subjective norm, and the greater the perceived control, and the stronger a person's intention to perform the behavior in question should be (Ajzen, 2006).

Attitude

The first function of belief within the TPB model, attitude, is described as, "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991, p. 188). Attitude toward a behavior is suggested to be a function of one's main beliefs (i.e., behavioral beliefs (BB)). These beliefs characterize the likely consequences of the behavior of an individual's evaluation of the significance of the consequences (Han et al., 2010). Ajzen and Fishbein (1980) described BB as an individual's subjective probability that performing a behavior will lead to certain consequences (Han et al., 2010). An individual often tends to possess a favorable attitude when the outcomes are positively evaluated and, thus, they are likely to engage in that specific behavior (Ajzen 1991; Ajzen & Fishbein, 1980; Cheng, Lam, & Hsu, 2006; Han et al., 2010). Therefore, an individual's positive attitude toward a specific behavior strengthens their intention to perform the behavior (Ajzen, 1991). In the context of this study and behaving sustainably, a traveler could perceive eating at a local street cart to be a closer experience to the local culture, providing a more authentic experience. It is

important to note that the TPB and TRA take the assumption that beliefs about an individual's attitude are salient within the model (Ajzen, 1991; Ajzen & Fishbein, 1980).

Subjective Norm

Another function of belief is subjective norms. These norms are specifically a person's beliefs that specific individuals or groups think they should or should not perform the behavior (Ajzen, 1991; Ajzen & Fishbein, 1980; Han et al., 2010). Subjective norms are the perceived opinions of significant others who are close/important to an individual and those people influence said individual's decision-making (Han et al., 2010). In the context of this study, if a significant other would rather stay at a corporate owned hotel chain rather than at a locally owned bed and breakfast, one's perceived social pressure to stay at the less sustainable option would increase with one's motivation to comply. The beliefs that underlie a person's subjective norm are termed normative beliefs (NB); these beliefs are about what salient referents think an individual should, or should not, do and their motivation to comply to those referents (Ajzen & Fishbein, 1980; Han et al., 2010). Subjective norms concern the probability of whether significant referents would approve or disapprove the behavior (Han et al., 2010). These importance of subjective norms as a factor of behavior intent has been well documented in a variety of contexts within marketing and consumer behavior (Cheng et al., 2006; Minton & Rose, 1997; Tarkiaainen & Sundqvist, 2005, Vermeir & Verbeke, 2006).

Perceived Behavioral Control

The final function of behavioral intent, and the determinant that changed TRA to TPB, is perceived behavioral control (PBC). The TPB indicates for behaviors characterized by incomplete volitional control. An assessment of individual's perceptions of the existence of behavioral constraints and facilitators to accompany measures of attitude and subjective norm is elicited within studies created to predict individual's intentions and behavior (Han et al., 2010, Sparks, Guthrie, & Shepherd, 1997)**.** Ajzen (1991) describes perceived behavioral control as a perception of the ease or difficulty toward performing a behavior, and has compared it to Bandura's notion of self-efficacy (Ajzen & Madden, 1986). Control factors may be internal to an individual (e.g., skill, abilities, will power, compulsions) or external to an individual (e.g., time, opportunity, dependence on others) (Spark et al., 1997). The underlying function to PBC is control beliefs (CBs), which refer to one's perception of the presence/absence of resources/opportunities needed to perform a specific behavior, and that individual's assessment of the level of importance of such resources/opportunities for the achievement of outcomes. Similarly to the other determinants of behavior intent, there have been several studies demonstrating that the intention-behavior relationship is positively influenced by self-confidence, which in turn increases ability to perform a behavior (Cestac, Paran, & Delhomme, 2011; Cheng et al., 2006; Kang, Hahn, Fortin, Hyun, & Eom, 2006; Taylor & Todd, 1995). These studies have found that when an individual holds little control over carrying out a certain behavior when there is a lack of availability of required resource, such as cost or time, then their behavioral intention will be lower

even though they have positive attitude/subjective norm concerning the intended act (Han et al., 2010). Alternatively, given a sufficient amount of *actual control* over a behavior, individuals are expected to carry out their intentions when the opportunity presents itself (Ajzen, 1985).

Behavior Intent

Intention is assumed to be the immediate antecedent of behavior (Ajzen, 2006). Defined, so as not to be confused with behavioral expectation, as, " the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior," (Warshaw & Davis, 1985). The relationship between intention and action has been examined with respect to several different types of behaviors, especially in regards to the framework of the Theory of Reasoned Action (TRA) (Ajzen, 1988, Ajzen, 1991, Ajzen & Fishbein, 1980; Sheppard et al., 1988). The TRA postulates that as a general rule, when behaviors pose no serious problems of control, they can be predicted from intentions with considerable accuracy (Ajzen, 1991; Ajzen & Fishbein, 1980; Sheppard et al., 1988). Moving beyond the TRA expectation of an interaction between motivation and control, in the context of TPB, expectation implies that intentions and perceptions of behavioral control should interact in the prediction of behavior (Ajzen, 1991; Ajzen & Fishbein, 1980). A meta-analysis, which includes 47 empirical studies, was conducted by Webb and Sheeran (2006), and found that medium-to-large change in intention results in a small-to-medium change in actual behaviors. Another study done by McKercher and Tse (2012) found no statistical significance for the correlation between loyalty intention and behavior. Continuing future research to measure actual behaviors as a way to settle

possible discrepancies between intention and behavior are needed (Webb and Sheeran, 2006).

Predicting Behavior

To accurately predict behavior, in the context of TPB, three conditions must be met (Ajzen, 1991). First, it is essential to ensure that the measure of intention correspond or be compatible with the measure of behavior being predicted (Ajzen & Fishbein, 1977; Ajzen & Fishbein, 1980; Ajzen, 1991). Meaning, intentions and perceptions of control have to be evaluated in relation to the specific behavior of interest, and the specified context, target, action, and time elements must be the same as that in which the behavior is to occur (Ajzen & Fishbein, 1980; Ajzen, 1991).

The second condition needed for an accurate prediction is that intention and perceived behavioral control must remain stable in the time between assessment and observation of the behavior (Ajzen, 1991). Intervening unplanned or unexpected events may alter intentions or perceptions of behavioral control. According to TPB, if this is to occur, then the effect of the original measures of the variables will no longer permit accurate prediction of behavior (Ajzen, 1991).

The final requirement for predictive validity has to do with the relative importance of intentions and perceived behavioral control. This relationship can vary across situations and across different behaviors (Ajzen, 1991). Intentions can change over time, thus measuring an intention taken some time before the observation of a behavior may differ from an intention measured at the time that specific behavior is observed (Ajzen, 2011; Ajzen & Fishbein, 1980). Intention should be measured as close as possible

to the behavioral observation in order to secure an accurate prediction (Ajzen & Fishbein, 1980). Both intentions and perceive behavioral control can make significant contributions to predicting behaviors, however in any context one could have more importance than the other, moreover there could be a situation where only one of the two predictors may be needed (Ajzen, 1991).

Behavior

Behavior has been heavily researched by Ajzen and Fishbein (1977, 1980), and needs to be defined within the context of what the research is seeking to measure in order to accurately predict the intent-behavior relationship (Ajzen, 1991). First when identifying behavior, the research must denote the difference between what is being measured as an actual behavior and not an occurrence that may be the outcome of that behavior.

Second, the research must distinguish the difference of an inferred behavior from general categories behaviors, or an observed specific behavior. A specific behavior performed by an individual is referred to as a single act, and that act must be defined clearly in order to measure it, to determine whether the behavior has been performed or not (Ajzen & Fishbein, 1980). Defining a single act must be done in such a way that there is a strong agreement between observers concerning its occurrence. To assess this occurrence rate, an index of inter-judge reliability can be computed and must be done before deciding to use a specific action as a criterion for a behavior. Alternatively, one can choose to infer behavior from behavioral categories. Behavioral categories are sets of actions rather than a single action. They can be a narrow range of behaviors, such as

collecting funds for a political candidate, or broader, such as assisting in a candidate's campaign. Behavioral categories cannot be directly observed, but are inferred from single actions and assumed to be instances of the general behavioral category. Behavioral categories are comprised of several different single actions, so if a researcher is only measuring two single actions then this is not enough for a behavioral category and should be addressed as two separate single actions (Ajzen & Fishbein, 1980).

Third, after deciding upon a behavior of interest, that exact behavior must be measured by the researcher. Every behavior criteria is made up of four elements: the action, the target at which the behavior is directed, the context in which it occurs, and the time at which it is performed. Similarly to the difference of single action and general behavior categories, behavioral criteria could include a single target or range of targets, a single context, or range of contexts, and a single time period or a range of time periods (Ajzen & Fishbein, 1980).

Fourth, the extent to which a behavior has been performed (repeated observations) could also be of interest, in which case one would also seek measurements of magnitude (how much of the behavior occurred), absolute frequency (number of times a person performed the behavior), or relative frequency (percent of times person performs behavior) (Ajzen 1991; Ajzen & Fishbein, 1980). These measurements can be viewed as sets of multiple alternatives, with each representing a single action.

So far, everything addressed involving behavior has been in reference to direct observations of behavior. This study utilized self-reports of behavior. Self-reporting behavior has been identified as being reasonably accurate (Ajzen & Fishbein, 1980; Chao

& Lam, 2011 Gamba & Oskamp, 1994; Kaiser, Gabor, Hofstetter, & Ranney, 2003), however arguments and findings against the validity of self-reporting measures are not uncommon (Gatersleben, Steg, & Vlek, 2002; Podsakoff & Organ, 1986; Verdugo, Bernache, Encinas, & Garibaldi, 1995). If decided it is difficult or impossible to observe a behavior directly then a research must decide if a self-report is appropriate and acceptable for the study (Ajzen & Fishbein, 1980).

Self-report measures are especially convenient when observing a repeated salient behavior, or when there is an interest in a general behavioral category, such as in the context of this study (sustainable behaviors). To obtain a measure of behavioral category, behaviors relevant to the category in question are created (Ajzen & Fishbein, 1980). Next, the respondent will be presented with a list of identified behaviors and asked to report whether or not they performed each behavior. A self-report index will then be created of the behavioral category. Lastly, it is important to note that in contrast to direct observations of behaviors, self-reports can be gathered without specific targets, contexts, or time. A respondent can be asked to indicate within a time frame (e.g., in the past 6 months or in the last year) when they performed the behavior in question (Ajzen & Fishbein, 1980).

Limitations to the Theory of Planned Behavior

Similarly to concerns and limitations of self-report biases, several studies, including meta-analytic analyses, have addressed empirical (Hardeman, Johnston, Johnston, Bonetti, Wareham, & Kinmonth, 2002; Sniehotta, 2009) and conceptual limitations (Ajzen, 2011; Armitage & Conner, 2001; Greve, 2001; Ogden, 2003, Sniehotta, 2009) of

the TPB model. This current study stemmed from conceptual limitations of the TPB model. Major limitations to the model include: (1) the model is too rational and does not take sufficient account of cognitive and affective processes that create bias in human judgment and behavior (Ajzen, 2011; Sniehotta, 2009); (2) the notion that affect and emotion are neglected by the model (Conner & Armitage, 1998; Rapaport & Orbell, 2000; Wolff, Nordin, Brun, Berglund, & Kvale, 2011); (3) predictive validity of intent to accurately measure behavior, and (4) the theory does not specify the origin of determinant beliefs of attitudes and subjective norms (Ajzen, 2011). Ajzen (1991) depicts the model as being open to further elaboration if the determinants in question are identified with substantial legitimacy:

> " The theory of planned behavior is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behavior after the theory's current variables have been taken into account" (p. 199).

Recently, Ajzen (2011) has defended his model against the conceptual and empirical claims made against the TPB.

Driven by the limitation of the TPB model failing to address cognitive and affective processes, this current study attempted to fill that gap with the introduction of the mindfulness construct as a potential extension to TPB model. The mindfulness construct will be further discussed as to sustainable behavior of a traveler in a visited destination, and how it can be incorporated as an extension of TPB.

Mindfulness

To better understand antecedents to beliefs, attitudes, and intentions the construct of mindfulness is examined. Mindfulness proposes that an individual's activity or passivity in their current environment may influence how they analyze information within that given space (Taylor, 2014). Actively processing available information (Frauman & Norman, 2004) or the process of creating novel distinctions (Langer & Moldoveanu, 2000) is what characterizes mindfulness. A heightened sensitivity to an individual's environment and availability to new information is considered to be associated with a higher mindfulness, and analytical processing, whereas mindlessness is related with the heuristics used in automatic processing (Langer, 1989; Langer & Moldoveanu, 2000). Ellen Langer, of Harvard University, published much of the academic literature on mindfulness, specifically in respect to the linear relationship of mindfulness and mindlessness, as a westernized concept of scientific inquiry (Moscardo, 2009).

The concept of mindfulness stems from psychological Eastern traditions, primarily Buddhism (Amel, Manning, & Scott, 2009; Brown, Ryan, & Creswell, 2007), and later developed through empirical psychological studies guided by scientific inquiry (Brown et al., 2007; Langer, 1989). Over the past 30 years, mindfulness (and mindlessness) studies have increased in psychological, medical, business, education, meditation, and social science research (Barber & Deale, 2010; Brown & Ryan, 2003; Brown & Kasser, 2005; Chatzisarantis & Hagger, 2007; Langer & Moldoveanu, 2000). These studies conceptualize mindfulness in relation to a particular context; in the

literature, mindfulness can be categorized as a psychological state, trait, cognitive ability, or combination of the three, among an individual (Krech, 2006). Viewed as a state, mindfulness can be conceptualized as a generator of a positive psychological flow or wellbeing (Brown & Ryan, 2003; Clark, 2002; Kabat-Zinn, 2003). As a trait, it is observed within the framework of individual differences, which is measured by developed personality scales (Bodner & Langer, 2001; Brown and Ryan, 2003; Langer, 1989). As a cognitive ability, mindfulness can be examined as a cognitive style that describes an individual's typical mode of analyzing, remembering or problem solving (Carroll, 1993; Sternberg, 2000).

Due to mindfulness being utilized across multiple contexts, with multiple types of cognitive responses, there has been a creation of several definitions and a lack of consensus on how mindfulness should be measured (Baer, Smith, & Allen, 2004; Brown et al., 2007; Buchheld, Grossman, & Walach, 2001; Cardaciotto, Herbert, Forman, Moitra, & Farrow, 2008; Feldman, Hayes, Kumar, Greeson, & Laurenceau, 2007). For this reason, criticism is found against mindfulness in the literature as to whether or not mindfulness should be considered an independent theory. For the purpose of this study it is used as a construct to further support an accepted theory.

Brown and Ryan (2003) developed the Mindfulness Attention Awareness Scale (MAAS) as a way to differentiate between individuals with a higher ability to cultivate mindful states than others. The MAAS instrument is grounded from Buddhist traditions and is suggests that conscious attention and awareness can be actively created (Brown & Ryan, 2003). Another instrument derived from Buddhist traditions of well-being, self-

awareness, and self-respect (Kabat-Zinn, 2003), is the Mindfulness Based Stress Reduction (MBSR) scale. The MBSR scale has been utilized in health related fields to measure mindfulness as a practice to cope through stress (Kabat-Zinn, 2003). The Mindfulness/Mindlessness Scale (MMS), developed by Bodner and Langer (2001), was created to measure an individual's cognitive understanding of cues from external environments. Inspired from the MMS, Moscardo (1992) developed a seven-item scale, called the Mindfulness Measure (MM), to a tourism context, specifically to study visitors at a museum. Frauman and Norman (2004) utilized and modified the MM to five items in their study to analyze the natural propensity that tourists have to mindfully process information at tourist destinations. Van Winkle and Backman (2008) utilized and modified the MM for a tourism study. Further research must be conducted to evaluate the validity, reliability, and explanatory abilities of these varying instruments (Ndubisi, 2014). As literature and research continues to develop on mindfulness, the most difficult challenge that will be faced is to develop empirically grounded and theoretical models or constructs that enhance behavior models (Brown et al., 2007). The lack of empirical research must be addressed by continued practical application and theoretical development amongst mindfulness scholars (Ndubisi, 2014).

Past studies of mindfulness in the tourism have been related to learning, and satisfaction at different types of tourist sites. Conducted by Moscardo, a model of visitor behavior based on mindfulness and the influence of interpretation at heritage sites on tourists' appreciation and understanding of the site was done in 1996. Since the model was created, it has been applied to research of heritage sites, interpreters, and attractions

(Moscardo, 2009). Van Winkle and Backman (2009) applied mindfulness to event research to understand whether mindfulness on the tourism experience was consistent within a context that does not offer formal interpretation programs. Their study was done at a festival in Canada and utilized Moscardo's (1992) MM scale. A significant relationship was found between mindfulness and learning, interest and satisfaction (Van Winkle and Backman, 2008). Frauman and Norman (2004) used the MM to examine mindfulness as a predisposed cognitive style for visitors to four Southeastern coastal state parks. Results indicated that tourists with high mindfulness had a preference for information sources during their visit that were unique and interactive (Frauman & Norman, 2004).

Lastly, the notion of mindfulness to be used to influence more responsible tourism was applied in the lodging sector. Barber and Deale (2014) conducted a survey on hotel guests to find those who were highly mindful were open to information sources that include messages or cues about sustainability practices. This study provided practical implications for hoteliers who were interested in creating a more responsible traveler and sought to promote their sustainable initiatives (Barber & Deale, 2014). This study is particularly useful for this current research study because it concludes that mindfulness may assist people break their habitual processing and pay greater attention to sustainable choices (Barber & Deale, 2014).

Despite the vast application of mindfulness across varying contexts, mindfulness has been applied to behavioral intention in a limited capacity throughout the literature. Langer (1994) postulated that decisions are most often made in a mindless state. She

believed people are less likely to make active decisions when they deviate from normal routines, or modify options, and are most likely to follow a passive decision making route where individual's choose from previously determined experiences and options (Langer, 1994). Individuals tend to be intrinsically rational, however they are constrained by limited time and cognitive capabilities, so they often make decisions with limited information (Decrop, 2006). Decision makers accept a risk that they may not be making the best action of choice, but there is never a guarantee that additional information would result in a better decision (Langer, 1994). Langer (1994) admitted that it is impossible to define what exemplifies a best decision, however, the greatest chance of achieving a good decision occurs through active decision making, which considers multiple perspectives. Understanding the process of our decision-making is critical to our behavioral intentions.

Sustainable tourism, Theory of Planned Behavior, and mindfulness (in the Western lens) all started surfacing in the academic literature in the early 1980's. Sustainable tourism literature has been primarily focused on the industry's environmental impacts and the associations for (1) decreasing operational costs connected with water, waste, and energy, and (2) marketing concentrated on consumers with relation to environmental impact concerns (Boley & Uysal, 2013; Butler, 2008; Dolnicar & Grün, 2009; Higgins-Desbiolles, 2010; Lansing & De Vries, 2007; do Paco et al., 2012; Zavattaro, 2014). The current dialogue for sustainability encompasses three dimensions: socio-cultural, economic, and environmental. This study is attempting to fill that gap. Additionally, TPB, has been studied thousands of times and there are still major conceptual and empirical discrepancies with the model. One of the major complaints is

that the model is too rational and does not account for variances in an external environment. This study is attempting to address this with the mindfulness construct. Mindfulness, originally viewed as an Eastern psychological tradition, in the past 30 years has come into view as a form of awareness that can be measured and is inherent on varying level within individuals. While TPB and mindfulness have both been used separately to address behavior and understanding in the sustainable tourism context, neither have focused on sustainable tourism with the three dimensional approach, nor have they been used together in the literature.

RESEARCH DESIGN AND METHODOLOGY

This chapter discusses the research methodology that will be used to answer the proposed research hypotheses. This chapter is presented in three sections: (1) Research Design including Rational for Research Method, Rationale for Study Place, Sampling, Pilot Study, and Data Collection Procedures, Questionnaire; (2) Measurement, including Mindfulness and Theory of Planned Behavior; and (3) Data Analysis.

Research Design

Rationale for Research Method

The main aim of this study is to understand if: (1) if there is a relationship between mindfulness and behavior intention, (2) if travelers with higher levels of mindfulness are more likely to behave sustainably in a visited destination, and (3) if travelers are aware of sustainability initiatives in a destination. The survey research method is considered most appropriate in answering these research questions over other types of research methods. Quantitative methodology gives a broad, generalizable set of findings for this study by obtaining responses from a large group of people, and a survey is good at examining relationships between multiple variables.

Rationale for Study Place

This study partnered with the Sedona Chamber of Commerce and Tourism Bureau. Sedona was viewed as a top choice for partnership because of their community initiatives towards sustainability and their branding as a top health and wellness destination. This particular branding has the potential to attract more mindful oriented

individuals, but also less inherently mindful individuals, according to Langer's approach towards mindfulness. Table 1 presents a profile summary of the population consisting of individual's who have requested destination information from Sedona Chamber of Commerce and Tourism Bureau in Sedona Arizona. Based on this profile of the population, a sample was developed to test the proposed model.

Table 1

Population Profile of Sedona Chamber of Tourism's Inquirers of Destination Information

Demographics on Population	Frequency	Percent
Country		
United States	40,996	96%
Canada	1,074	2
United Kingdom	161	1
Other[a]	367	1
Total[b]	42,598	100%
State		
California	5,261	13%
Arizona	2,850	7
Texas	2,503	6
Other[c]	31,364	74
Total	41,978	100%
Date of First Inquiry	January 1, 2015	
Date of Last Inquiry	June 28, 2016	

[a.] "Other" accounts for 63 countries which 160 inquirers or less originated.
[b.] There were 663 missing responses.
[c.] "Other" accounts for 65 states from which 2500 inquirers or less originated. The term "states" included the United States, Canadian provinces, and cities of other countries.

Sampling

A total of 42,641 individuals who have requested information from Sedona Chamber of Commerce and Tourism Bureau, between the dates of January 1, 2015 to June 28, 2016, is the population this study sampled from. In an effort to study the most recent and salient behaviors as they relate to Sedona, the subsample consisted of 4,000

people who requested information within the time frame of January 1, 2016 to June 28, 2016. The subsample of 4,000 individuals from the population was randomly selected using a random selection generator in SPSS 23. The respondents were individual travellers from the United States of America (USA) who had requested information about Sedona. The subsample excluded travellers from outside of the USA who may not speak English and may not have been able to complete an English-written survey. The sample included people who had intentions to visit the Sedona area and those who may have visited the area since their information request.

Data Collection Procedures

Prior to data collection, a description of this study and data collection instruments were reviewed and approved by the Institutional Review Board (IRB) of Arizona State University in January 2016. From January 18, 2017 to February 15, 2017, survey data were collected through an online survey approach. Although online surveys have some recognized disadvantages (e.g., incompatibility, Internet accessibility, and security concerns), there are advantages over traditional methods in terms of faster responses, lower costs, easier sending of reminders to participants and easier processing of data (Porter & Whitcomb, 2003).

The survey was conducted via a self-administered online survey using a web-based survey tool, *Qualtrics,* on a weekly basis. On January 18, 2017 the initial email with the survey link was sent out to 4,000 individuals. Fifty email addresses from this subsample were considered invalid; therefore 3,950 emails were successfully distributed. One week after the first survey distribution a reminder email was sent out to those who

had not responded, and a second email reminded those who had not yet responded following one week after the first reminder. The response rate for the initial distribution was lower than anticipated so a second subsample of 2,500 was randomly generated from the original population. The same email link as wave 1 was sent out, one week and a day later, to wave two, on January 24, 2017. From the wave 2 distribution, 288 emails were invalid so 2,216 emails were distributed. One week after the first survey distribution of wave 2 distribution a reminder email was sent out to those who had not responded, and a second email reminded those who had not yet responded following one week after the first reminder. The link to the survey closed, February 14, 2017, one week after the second reminder for wave 2 was sent out. The questionnaire required approximately 15 to 20 minutes to complete. As shown in Table 2, a total of 6,162 were sent via *Qualtrics* and the response rate was 14% (n=877).

Sedona Chamber of Commerce provided incentives for participation in the study to one randomly drawn individual from the sample. The incentive consisted of a one-night stay at a resort for two in Sedona and a breakfast for two at a local restaurant. The package was valued at $300.

Prior to analyzing the data, 321 data were dropped because they were found inappropriate for the analysis (e.g., incomplete data cases without enough data to fulfill measurement of the primary constructs).

Table 2

Data Collection

	Wave 1[a]	Wave 2[b]	Total
Number of Surveys Distributed[c]	3950	2212	6162
Number of Surveys Submitted to Qualtrics	551	326	877
Response Rate	14%	15%	14%
Number of Surveys Dropped from Data Analysis[d]	162	165	321
Total Surveys Analyzed (n)	389	161	550

[a.] Sent on January 18, 2017 from the initial list of 4,000, which was randomly generated.
[b.] Sent on January 24 2017 from the initial list of 2,500, which was randomly generated.
[c.] There were 246 bounce back emails.
[d.] These were incomplete data and cases with not enough data to fulfill measurement of the primary constructs were dropped.

Questionnaire

The questionnaire instrument consisted of six sections. The first section was designed to understand travelers' relationship with the destination guide they requested from the Sedona Chamber of Commerce and Tourism Bureau, and to capture information from individual's who had visited the destination. The second section had a scale that measured mindfulness within an individual's visitation to a destination, and the individual's everyday mindfulness. The third section asked about beliefs, attitudes, and restraints regarding sustainability in general. The fourth section asked about beliefs, attitudes, and restraints regarding sustainability while traveling. The fifth section asked individuals' about their intentions while traveling to any destination. The last section asked for socio-demographic information.

Measurement

The survey items for each construct were developed on the basis of previous studies found in the tourism literature; scales were requested and received from Christine Van Winkle, Gianna Moscardo, and William Norman. Items on the instrument were modified after sharing with Sedona Chamber of Commerce & Tourism Bureau.

Mindfulness

Mindfulness Measure (MM)

The measurement items for mindfulness come from two different scales (Table 3). The first measurement items were developed from Moscardo (1992), Frauman and Norman (2004), and Van Winkle and Bachman (2008), and scaled seven items on a seven-point Likert from 1 = *strongly disagree* to 7 = *strongly agree*. This scale was developed particularly for a tourism context. The questions stated, "I want to have my interest captured." "I search for answers to questions I may have." "I want to have my curiosity aroused." "I inquire further about aspects of the destination." "I want to explore and discover new things." "I feel involved in what is going on around me." "I feel in control of what is going on around me."

Mindfulness Measurement Scale (MMS)

The second measurement items were developed from Bodner and Langer's (2001), and scaled, rationally derived, 21-items on a seven-point Likert from 1 = *strongly disagree* to 7 = *strongly agree* (Table 3). Items with negative connotation in the question were reverse coded to match other variable orientation, within the scale. This scale was

utilized as an internal validity test of the first mindfulness scale and captured mindfulness in a more general day-to-day framework.

Theory of Planned Behavior

Attitude

As shown in Table 3, attitude was measured with four items (Ajzen, 2002; Ajzen, 2006). The response was measured on a seven-point semantic differential scale following the statement, "For me, behaving sustainably in any destination I might visit in the near future is…" Responses were, " desirable/undesirable," "worthless/valuable," "harmful/beneficial," and "wise/foolish," with 1= *extremely positive/extremely negative to 7= extremely positive or extremely negative.* The first and last items within this scale were reverse coded to match other variable orientation.

Social Norms

Three items were used to measure social norms and response was measured on a seven-point Likert with 1 = *strongly disagree* to 7 = *strongly agree* (Table 3). Questions derived from Ajzen (2002; 2006) and stated, "Most people who are important to me think I should behave sustainably in a destination I might visit in the near future." "Most people who are important to me would approve of me behaving sustainably in a destination I visit in the near future." "Most people who are important to me would behave sustainably in a destination they visit in the near future."

Perceived Behavioral Control

The measurement items for perceived behavioral control were developed from Ajzen's work (Table 3), and scaled three items on a seven-point Likert from 1 = *strongly*

disagree to 7 = *strongly agree.* Items included, "I have complete control of behaving sustainably in a destination I visit in the near future," "If I want to, I could behave sustainably in a destination I visit in the near future," "Whether or not I could behave sustainably in a destination I visit in the near future is completely up to me."

Behavior Intention

Six items were used to measure the intention construct and scaled three items on a seven-point Likert from 1 = *strongly disagree* to 7 = *strongly agree* (Table 3) (Ajzen, 2002; Ajzen, 2006). Following the statement, " In the near future when I travel to a destination, I intend to...," questions stated, " Choose businesses where I think my spending is retained locally in any destination I visit." "Select lodging based on environmental practices in any destination I visit." "Select a low impact transportation options, such as public transportation, bike share, or group bus trips, in a destination I visit." "Choose locally owned and operated tours or attractions that do not put stress on the surrounding environment, in a destination I visit." "Choose parks or cities that are recognized by the International Dark Sky Association, in a destination I visit." "Choose parks that promote the "Leave No Trace" principles, in a destination I visit.

Table 3

Survey Measurement Items (Items were selected)*

Construct	Literature Citation	Measurement Scale	Measurement Items (Adapted to Thesis Subject Matter)
Mindfulness *Mindfulness Measurement*	Frauman & Norman (2004)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	I like to have my interest captured* I like to search for answers to questions I may have* I like to have my curiosity aroused* I like to inquire further about things* I like to explore and discover new things* I like to feel involved in what is going on around me
Mindfulness Measurement	Van Winkle & Backman (2008)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	I had my interest captured I searched for answers to questions that I had I had my curiosity aroused I inquired further about things at the festival I explored and discovered new things I felt involved in what was going on around me I felt in control of what was going on around me*
Mindfulness – Mindlessness Scale	Bodner & Langer (2001) Van Winkle & Backman (2008)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	I generate few novel/original ideas* I like being challenged intellectually* I am always open to new ways of doing things* I like to investigate things* I am rarely alert to new developments* I have an open mind about everything, even things that challenge my core beliefs* I try to think of new ways of doing thing* I find it easy to create new and effective ideas* I am very curious* I avoid thought provoking conversations* I am very creative* I make many novel/original contributions* I do not actively seek to learn new things* I can behave in many different ways for a given situation* I like to figure out how things work* I seldom notice what other people are up to* I stay with the old tried and true ways of doing things* I attend to the "big picture* I am not an original thinker* I "get involved" in almost everything I do* I am rarely aware of changes*
Theory of Planned Behavior *Attitude Toward the Behavior*	Ajzen (2006)	Semantic Differential	For me, behaving sustainably in any destination I might visit in the near future is…* Desirable :__:__:__:__:__:__:__: Undesirable* Worthless :__:__:__:__:__:__:__: Valuable* Harmful :__:__:__:__:__:__:__: Beneficial* Wise :__:__:__:__:__:__:__: Foolish*
Subjective Norm	Ajzen (2006)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	Most people who are important to me think I should behave sustainably, in a destination I visit in the near future.* Most people who are important to me would approve of me behaving sustainably, in a destination I visit in the near future.* Most people who are important to me would behave sustainably in a destination they visit in the near future.*

Perceived Behavioral Control	Ajzen (2006)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	I have complete control of behaving sustainably, in a destination I visit in the near future.* If I want to, I could behave sustainably, in a destination I visit in the near future.* Where or not I could behave sustainably, in a destination I visit in the near future is completely up to me.*
Behavior Intent	Ajzen (2006)	7-point Likert scale (1=Strongly Disagree, 7=Strongly Agree)	In the future, when I travel to a destination, I intend to… Choose businesses where I think my spending is retained locally in any destination I visit.* Select lodging based on environmental practices, in any destination I visit. * Select a low impact transportation option, such as public transportation, bike share, or group bus trips, in any destination I visit.* Choose locally owned and operated tours or attractions that do not put stress on the surrounding environment, in any destination I visit.* Choose parks or cities that are recognized by the International Dark Sky Association, in any destination I visit.* Choose parks that promote the " Leave No Trace" principles, in any destination I visit. *

Data Analysis

Survey data were analyzed in four steps. First, preliminary statistics were obtained using the Statistical Package for Social Sciences (SPSS). For this study SPSS 23 was used for the analysis. Descriptive statistics were obtained to determine distributional characteristics of each variable, including means, standard deviation, frequency, and percent. The demographic characteristics were compared with the population and the sample. Second, validity and reliability of the constructs were analyzed with Cronbach's Alpha and comparing to past literature. Additionally, past literature had analyzed the mindfulness scales to be a unidimensional through analyzing confirmatory factor analysis. Third, a correlation analysis was used to determine the strength of each construct. Multiple regression analysis was used to understand the relationship of the predictor variables (mindfulness, attitude, social norms, and perceived behavioral control) to the response variable (behavior intention). The final step in the analysis was using

multiple regression analysis to test the adequacy of the hypothesized model (Figure 2). The regression equation included the common Theory of Planned Behavior constructs (attitude, social norms, and perceived behavioral control) with the mindfulness variable, as the testing predictor variables, while behavior intention (a TPB construct) was analyzed as the response variable. A regression was analyzed using specific behavior questions asked to those who visited Sedona and compared to the same questions asked in a behavior intention frame in the context of any general destination the respondent may visit.

Before any data analysis could take place incomplete data was removed from the data set. Incomplete data was decided as any case that did not have half of the items for each measurement complete. It is important to note that, for the first 167 cases submitted to the Qualtrics survey platform, there was a programming error for question 13. The programming error was resolved as quickly as possible, however, it did create an obvious pattern in missing data and question selection. When reliability was tested with a Cronbach's Alpha (α), SPSS excluded cases where individuals did not answer all questions.

RESULTS

This chapter presents findings or the relationships between mindfulness, attitude, social norms, and perceived behavioral control to behavior intention. This chapter is divided in three sections. The first section provides the results of preliminary analyses, including data screening and profiles of survey respondents in terms of demographics and perceived traveling behaviors. The second section reports the results of tests conducted on the measurement model, including assessments of reliability and validity. The third section reports the results associated with testing mindfulness associated with attitude, social norms, and perceived behavioral control and how that influences behavior intention.

Profile of Survey Respondents

Socio-Demographic Characteristics of Survey Respondents

Table 4 presents the respondents' socio-demographic information. Forty-nine percent of the respondents were between the ages of 50 to 64 years old and the majority was female (65%). Ninety-nine percent of respondents were from the USA, with 92% of those individuals not residing in Arizona.

Table 4

Socio-Demographic Characteristics of Survey Respondents

	Frequency	Percent
Age		
19 to 24 years old	5	1%
25 to 34 years old	15	3
35 to 49 years old	112	20
50 to 64 years old	271	49
65 years old and over	146	27
Total	547	100%
Gender		
Female	357	65%
Male	190	35
Total	549	100%
Residency		
Country		
United States	543	99%
Other [a]	5	1
Total	548	100%
State		
Arizona	43	8%
Other	506	92
Total	549	100%

[a.] Individuals of the population who were not from the United States were excluded from the study to limit potential language barriers of the questionnaire.

Survey Respondents Experience with Sedona as a Destination

Table 5 presents the respondents' communication with the Sedona Chamber of Commerce &Tourism Bureau for destination information. The majority of respondents (89%) received the Experience Sedona Visitor Guide after requesting information from the Sedona Tourism Bureau. Six percent of travelers who requested information did not receive the Guide, and 5% were not sure if they received the requested information. The majority (70%) of those who received the Experience Guide indicated that they used the

destination information prior to their trip to Sedona, while 41% used the guide to plan a trip immediately upon receipt and 21% used the guide during their trip (Table 6).

Table 5

Travelers Who Received the Experience Sedona Visitor Guide After Requesting Information from Sedona Chamber of Commerce & Tourism Bureau

	Frequency	Percent
Received	490	89%
Did Not Receive	30	6
Not Sure	29	5
Total	549	100%

Table 6

When Travelers Used the Experience Sedona Visitor Guide for Planning A Visit To Sedona[a]

	Frequency	Percent
Immediately Upon Receipt	186	41%
Prior to a Sedona Visit	321	71
En route to Sedona	40	9
During the trip	125	28

[a.] Check all that apply

Fifty-four percent of respondents visited Sedona one time in the past three years, while 31% have not visited the destination at all in the past three years (Table 7). Sedona was perceived as an eco-friendly destination from 98% of respondents (Table 8). Of those who requested the Experience Guide, 60% visited Sedona (Table 9).

Table 7

Number of Times Respondents Have Been to the Sedona area in the Past 3 Years

	Frequency	Percent
None	173	31%
1 Time	295	54
2-4 Times	75	14
5 or More Times	7	1
Total	550	100%

Table 8

Sedona Perceived as an Eco-Friendly Destination

	Frequency	Percent
Eco-Friendly	532	98%
Not Eco-Friendly	11	2
Total	543	100%

Table 9

Visit to Sedona After Requesting the Guide

	Frequency	Percent
Visited Sedona	328	60%[a]
Did Not Visit Sedona	221	40
Total	549	100%

[a.] Based off of visitor data (n=328) from the Sedona Chamber of Commerce and Tourism Bureau, 64% of individuals visit the destination after requesting information.

Table 10

Travelers' Rate Their Participation in Sustainable Practices During Trip to Sedona

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
	Percent (%)								
I chose businesses where I think my spending is retained locally in Sedona.	6	2	2	37	11	23	20	4.9	1.6
I selected lodging based on environmental practices in Sedona.	10	8	5	51	10	10	6	3.9	1.5
I chose to visit Sedona because it is a recognized International Dark Sky City	14	9	5	41	11	11	9	3.9	1.7
I followed the "Leave No Trace" principles displayed around the parks in Sedona.	3	1	2	5	5	12	73	6.4	1.4

[a.] 1 = strongly disagree and 7= strongly agree

Twenty-three percent of those who visited Sedona moderately agreed that they chose businesses where they thought their spending was retained locally in Sedona. Ten percent of respondents who had visited the destination rated that they slightly agreed that they selected lodging based on environmental practices during their trip (Table 10). Similarly, 10% moderately agreed that they selected lodging based on environmental practices during their trip, however, 10% indicated that they strongly disagreed with choosing their lodging based on environmental practices. Fifty-one percent responded with neutral feelings about choosing their lodging based on environmental practices. Of the respondents who visited Sedona, 11% slightly agreed and moderately agreed to have chosen to visit the destination because it is a recognized International Dark Sky City. Seventy-three percent of respondents who visited Sedona indicated that they strongly

agreed to having followed the "Leave No Trace" principles displayed around the parks in Sedona.

To respondents who had visited Sedona, the sustainable behavior identified that was cared about the most was following the "Leave No Trace" principles displayed around the parks in Sedona (mean = 6.4) (Table 10). Choosing businesses where spending was retained locally followed in importance, based of the mean of 4.9. Selecting lodging based on environmental practices in Sedona and visiting Sedona as a destination because it was recognized as an International Dark Sky City followed respectively, both with means of 3.9 (Table 10).

Survey Participants Response to Mindfulness Constructs

After addressing questions specific to Sedona as a destination, questions were asked in a more general frame, without a specific destination in mind. The first mindfulness scale was utilized and developed to measure mindfulness among respondents particularly within a tourism context (Table 11). The majority of respondents (74%) want to explore and discover new things when visiting a destination. Sixty percent of respondents strongly agreed to want to have their interest captured when visiting a destination.

Table 11

Travelers' Response for General Travel Behavior to Mindfulness Measurement (MM). (Moscardo, 1992; Frauman & Norman, 2004)

When visiting a destination…	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
	Percent (%)								
I want to have my interest captured.	3	1	1	5	6	25	60	6.2	1.3
I search for answers to questions I may have.	3	1	1	8	15	33	38	5.9	1.3
I want to have my curiosity aroused.	3	1	1	4	14	33	45	6.1	1.2
I inquire further about aspects of the destination.	3	1	1	3	10	35	49	6.2	1.2
I want to explore and discover new things.	3	1	1	1	3	20	74	6.6	1.1
I feel involved in what is going on around me.	2	1	2	10	15	34	37	5.8	1.3
I feel in control of what is going on around me.	3	1	3	15	21	31	27	5.5	1.4

[a] 1 = strongly disagree and 7= strongly agree

Table 12 captured mindfulness among respondents in a general day-to-day framework. Respondents (50%) indicated that they strongly agreed to like to investigate new things, with 48% strongly agreeing to like being challenged intellectually. Forty percent of respondents strongly identified with being very curious.

Table 12

Travelers' Response to Mindfulness-Mindlessness Scale (MMS). (Bodner & Langer, 2001)

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
	Percent (%)								
I like being challenged intellectually.	1	0	1	4	10	36	48	6.2	1.0
I am always open to new ways of doing things.	1	1	1	3	15	44	36	6.1	1.0
I generate few novel/original ideas. (r)	6	18	18	17	11	20	10	4.1	1.8
I like to investigate things.	2	1	1	3	11	32	50	6.2	1.1
I am rarely alert to new developments. (r)	3	5	8	11	18	30	25	5.3	1.6
I have an open mind about everything, even things that challenge my core beliefs.	1	4	8	9	23	31	25	5.4	1.4
I try to think of new ways of doing things.	1	1	4	9	20	36	29	5.7	1.2
I find it easy to create new and effective ideas.	1	3	7	15	30	28	16	5.2	1.3
I am very curious.	1	1	1	4	15	38	40	6.1	1.0
I avoid thought provoking conversations. (r)	3	7	9	12	17	26	26	5.2	1.7
I am very creative.	1	5	6	18	25	24	22	5.2	1.4
I make many novel/original contributions.	2	4	9	21	28	26	10	4.9	1.4
I do not actively seek to learn new things. (r)	2	4	3	5	12	25	49	5.9	1.4
I can behave in many different ways for a given situation.	1	5	7	19	26	25	18	5.1	1.4
I like to figure out how things work.	1	3	2	9	18	33	35	5.8	1.2
I seldom notice what other people are up to. (r)	2	3	7	6	18	33	29	5.5	1.6
I stay with the old tried and true ways of doing things.	15	26	22	15	16	5	1	3.1	1.5
I attend to the "big picture."	1	3	6	17	26	29	19	5.3	1.3
I am not an original thinker. (r)	1	4	7	12	18	31	27	5.4	1.5
I "get involved" in almost everything I do.	1	2	6	12	24	2	24	5.5	1.3
I am rarely aware of changes. (r)	1	4	3	5	17	34	36	2.2	1.3

(r). This item was recoded.
[a]. 1 = strongly disagree and 7= strongly agree

Survey Respondents Relationship to Sustainability

The majority (66%) of respondents recorded their understanding of sustainability to mean ensuring the environment is preserved for future generation; ensuring social values and cultures are preserved for future generations; and ensuring economic revenue boosts local businesses and communities (Table 13). Specifically in relation to traveling, 31% of respondents moderately agreed that they choose the most sustainable option available to them, even if it is more costly in terms of time, money, convenience, or personal preference (Table 14). Twenty-eight percent of respondents slightly agreed with choosing the most sustainable option, despite its costliness, while only 7% strongly agreed with the statement. It is important to note, however that although only 7% strongly agreed, the majority (66%) agreed in some capacity that choosing a sustainable option despite its costliness in terms of time, money, convenience, or person preference was important to some degree.

Table 13

Travelers' Understanding of Sustainability

	Frequency	Percent (%)
Ensuring the Environment is Preserved for Future Generations	161	29%
Ensuring Social Values and Cultures are Preserved for Future Generations	15	3
Ensuring Economic Revenue Boosts Local Businesses and Communities	4	1
All of the Above	364	66
None of the Above	6	1
Total	550	100%

Table 14

Travelers' Response to Mindfulness/Green Value Measurement (Amel, Manning, & Scott, 2009)

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
	Percent (%)								
I choose the most sustainable option available to me, even if it is more costly in terms of time, money, convenience, or personal preference.	2	6	12	14	28	31	7	4.8	1.4

[a.] 1 = strongly disagree and 7= strongly agree

Survey Participants Responses to Theory of Planned Behavior Constructs

Table 15 presents respondents' attitudes toward behaving sustainably in any destination they may visit in the near future. Forty-eight percent of respondents felt it was extremely beneficial to do so, while 46% felt it was also extremely wise to partake in sustainable behavior when visiting destination.

Table 15

Travelers' Responses to Attitude Construct in Relation to Behaving Sustainably While Traveling, Utilizing Theory of Planned Behavior (Ajzen, 2006)

For me, behaving sustainably in any destination I might visit in the near future is…	Extremely	Quite	Somewhat	Neither	Somewhat	Quite	Extremely	Mean [a]	Standard Deviation
	Percent (%)								
Desirable/ Undesirable (r)	1	2	1	6	18	42	31	5.9	1.2
Worthless/ Valuable	2	2	2	15	11	28	41	5.8	1.4
Harmful/Beneficial	2	2	1	14	9	25	48	6.0	1.3
Wise/Foolish (r)	2	3	2	6	8	34	45	6.0	1.3

(r). This item was recoded.

[a.] 1 = Extremely negative and 1= Extremely positive

Table 16 displays survey respondents social normative values and perceived behavioral control. Thirty-eight percent of individuals who responded strongly agree that most people who are important to them would approve of them behaving sustainably in a

destination they visit, in the near future. Additionally, 40% of respondents strongly agree that if they wanted to they could behave sustainably in a destination they visit in the near future.

Table 16

Travelers' Response to Social Norms and Perceived Behavioral Control Constructs In Relation to Behaving Sustainably, Utilizing Theory of Planned Behavior (Ajzen, 2006)

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
	Percent (%)								
Social Norms									
Most people who are important to me think I should behave sustainably in any destination I might visit in the near future.	2	5	4	27	15	28	20	5.1	1.5
Most people who are important to me would approve of me behaving sustainably in any destination I visit in the near future.	2	2	1	11	14	33	38	5.8	1.3
Most people who are important to me would behave sustainably in any destination they visit in the near future.	1	3	2	16	18	35	25	5.5	1.3
Perceived Behavioral Control									
I have complete control of behaving sustainably in any destination I visit in the near future.	1	3	8	10	19	29	30	5.5	1.5
If I want to, I could behave sustainably in any destination I visit in the near future.	1	1	1	7	17	33	40	6.0	1.2
Whether or not I could behave sustainably in any destination I visit in the near future is completely up to me.	2	3	8	9	16	27	35	5.6	1.5

[a] 1 = strongly disagree and 7= strongly agree

Table 17 presents respondents intentions to behave sustainably in any destination they visit in the near. Intending to choose parks that promote the "Leave No Trace" principles, in a destination they visit was the most (43%) strongly agreed upon future intention. Thirty-two percent of respondents strongly agreed that in the near future when they travel

to a destination they intended to select locally owned and operated tours or attractions that do not put stress on the surrounding environments, in a destination they visit.

Table 17

Travelers' Intentions of Sustainable Behavior When Visiting a Destination in the Near Future (Ajzen, 2006)

In the near future, when I travel to a destination, I intend to…	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree	Mean [a]	Standard Deviation
				Percent (%)					
Choose businesses where I think my spending is retained locally in any destination I visit.	2	2	2	15	16	35	29	5.6	1.3
Select lodging based on environmental practices in any destination I visit.	2	2	5	20	30	29	13	5.1	1.3
Choose a low impact transportation option, such as public transportation, bike share, or group bus trips, in any destination I visit.	7	12	11	21	23	18	9	4.3	1.7
Select locally owned and operated tours or attractions that do not put stress on the surrounding environment in any destination I visit.	2	3	2	10	20	33	32	5.7	1.3
Choose cities that are recognized by the International Dark Sky Association, in any destination I visit.	5	3	5	41	12	21	13	4.7	1.5
Choose parks that promote the "Leave No Trace" principles, in any destination I visit.	2	1	1	14	12	27	43	5.9	1.4

[a.] 1 = strongly disagree and 7= strongly agree

Testing the Hypothetical Model

Reliability and Validity

The key constructs in the model were tested for reliability (Table 18) using Cronbach's Alpha (α) to establish the internal consistency or average correlation of items in the survey. It was established that the scales for all of the constructs exceeded the threshold of 0.70, which is considered acceptable as a good indication of reliability (Nunnally & Bernstein, 1994). Validity was tested through different internal

measurements throughout the instrument. Convergent validity, which refers to the degree of association between observed variables of a factor, is used to determine whether different observed variables used to measure the factors are highly correlated. A secondary mindfulness scale, the MMS, was used to validate main scale of interest, the MM. Two sustainability scales were used in the instrument as well to validate one another in understanding sustainability knowledge of the respondents. Additionally, these constructs have been indicated as reliable and valid through examination of past literature of both mindfulness and Theory of Planned Behavior constructs and scales.

Table 18

Reliability of Constructs

Constructs	Mean	α Score	Number of Items	α Score from Previous Authors'
Mindfulness				
Mindfulness Measure (MM)	6.0	.92	7	.91 (Frauman & Norman, 2004)
Mindfulness-Mindlessness Scale (MMS)	5.4	.86	21	.70 (Van Winkle & Backman, 2008)
Theory of Planned Behavior (TPB)				
Attitude	5.9	.77	4	.94 (Chen & Tung, 2014)
Social Norms	5.5	.84	3	.95 (Chen & Tung, 2014)
Perceived Behavioral Control	5.6	.86	3	.80 (Chen & Tung, 2014)
Intention	5.1	.84	6	.89 (Chen &Tung, 2014)

Correlation

Before hypothesis testing began, a bivariate correlation analysis was performed to establish the strength and positive or negative association (direction) of each variable from the main constructs of the model. The five scales used to measure the independent variable: Mindfulness (MM & MMS), Attitude (AT), Social Norms (SN), and Perceived

Behavioral Control (PBC), were created into a new variable that averaged each of the means for every item in their scale. The same procedure was done with the dependent variable, Intention (I). Following, a bivariate Pearson Correlation was conducted to establish whether the items used in the scales to measure the constructs were appropriate. The analysis indicated that each of the variables had a positive and significant relationship amongst each other (Table 19).

Table 19

Bivariate Correlation Analysis of Main Construct Variables

		MM	MMS	AT	SN	PBC	I
Mindfulness Measure (MM)	Pearson Correlation	1					.
	N	549					
Mindfulness-Mindlessness Scale (MMS)	Pearson Correlation	.392**	1				
	N	549	549				
Attitude (AT)	Pearson Correlation	.173**	.348**	1			
	N	548	548	549			
Social Norms (SN)	Pearson Correlation	.132**	.251**	.280**	1		
	N	548	548	548	549		
Perceived Behavioral Control (PBC)	Pearson Correlation	.124**	.302**	.233**	.553**	1	.
	N	547	547	547	548	548	
Intention (I)	Pearson Correlation	.171**	.281**	.266**	.388**	.397**	1
	N	549	549	549	549	548	550

** Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression

To test the hypothesis model a regression analysis was conducted to understand the relationship that each of the four independent variables (MM, AT, SN, and PBC) had on the dependent variable (I). The variables used to test the hypothesis model were all asked in a general context of travel and behavior intention. The Mindfulness Measure (MM) was tested, instead of the Mindfulness-Mindlessness Scale, because of its application for tourism specific research.

An initial linear regression with the original TPB variables was analyzed exclusively (Table 20). The first regression equation indicated that the Theory of Planned Behavior independent variables (AT, SN, and PBC) were each significant in explaining the dependent variable (I) (Table 20). The second regression equation added the MM variable (Table 21). The results the mindfulness variable has a positive and significant relationship with intention and the contribution of the other TPB variables was unchanged. Comparing the two regression tables shows that the MM variable slightly mediates the TPB variables' influence on intention.

Table 20

Summary of Regression Analysis for Theory of Planned Behavior (TPB) Variables Affecting Behavior Intention

	Unstand. Coef.		Stand. Coef		
Variable	B	SE	B	*t*	Sig.
Attitude	.157	.042	.149	3.768	.000
Subjective Norm	.182	.040	.208	4.492	.000
Perceived Behavioral Control	.213	.039	.249	5.449	.000

$R = .57$; $R^2 = .22$

Table 21

Summary of Regression Analysis for Mindfulness Variable Enhancing TPB Variables Affect on Behavior Intention

	Unstand. Coef.		Stand. Coef		
Variable	B	SE	B	*t*	Sig.
Mindfulness Measure (MM)	.090	.039	.090	2.328	.020
Attitude	.153	.042	.148	3.657	.000
Subjective Norm	.168	.040	.192	4.149	.000
Perceived Behavioral Control	.199	.039	.233	5.114	.000

$R = .57$; $R^2 = .22$

As another test of the role of mindfulness in sustainable behaviors, two regression analyses were conducted on the sustainable behavior variables specifically looking at only those travelers who visited Sedona (n=328) (Table 22 & 23). The Sedona specific behavioral questions consisted of 4 items (Table 10), while the general destination behavior intention questions consisted of 6 items. The general destination behavioral intention questions utilized the four items within the Sedona specific behavior section; however, the general section added two questions focused around transportation that Sedona did not offer in their destination. Table 22 shows the results of a regression analysis conducted on specifically the TPB independent variables using actual self-reported participation of sustainable behavior as the dependent variable. Attitude ($\beta = .15$, $p < .05$) and perceived behavioral control ($\beta = .15$, $p < .05$) are both significant in this analysis, whereas social norms ($\beta = .11$, $p > .05$) was not significant to the model. When the MM variable was added to the model it mediated all other independent variables

turned to being not significant and mindfulness was the only significant variable ($p < .05$). These results of testing *actual behavior* in a specific destination (Sedona), in comparison to the regression analyses conducted on *behavior intention* in a general destination context, suggest that mindfulness plays a significant role in behavior in a specific context, rather than in a general context.

Table 22

Summary of Regression Analysis for Theory of Planned Behavior (TPB) Variables Affecting Actual Behavior

	Unstand. Coef.		Stand. Coef		
Variable	B	SE	B	*t*	Sig.
Attitude	.149	.062	.149	2.409	.017
Subjective Norm	.099	.061	.105	1.614	.107
Perceived Behavioral Control	.213	.058	.155	2.404	.017

$R = .30$; $R^2 = .19$

Table 23

Summary of Regression Analysis for Mindfulness Variable Enhancing TPB Variables Affecting Actual Behavior

	Unstand. Coef.		Stand. Coef		
Variable	B	SE	B	*t*	Sig.
Mindfulness Measure (MM)	.426	.061	.362	7.035	.000
Attitude	.089	.058	.079	1.519	.130
Subjective Norm	.043	.058	.046	.750	.454
Perceived Behavioral Control	.127	.054	.142	2.359	.019

$R = .56$; $R^2 = .21$

DISCUSSION, IMPLICATIONS, AND CONCLUSIONS

Mindfulness, in this study, is defined in this study as, "a cognitive trait, recognized by actively processing information through an acute sensitivity to an individual's environment and openness to new information" (Frauman & Norman, 2004; Langer & Moldoveanu, 2000). The problem this study sought to address was to examine the presence of mindfulness among travelers, and understand whether relationships between mindfulness and behavior intention exist. Behavior intention, in this study, was viewed through the Theory of Planned Behavior model, and is defined as, " the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior " (Warshaw & Davis, 1985). Furthermore, the research question this study aimed to address was: does mindfulness add to a traveler's likelihood to behave sustainably on vacation, and more specifically, in a visited destination with active sustainable initiatives? This study investigated the intention-behavior relationship (Webb & Sheers, 2006) and, in particular, the extent to which this relationship may be mediated by the mindfulness construct (Chatzisarantis & Hagger, 2007; King et al., 2011). The subjects of this study were individuals who had requested destination information from Sedona Chamber of Commerce & Tourism Bureau between the time frame of January 1, 2016 and June 28, 2016. There were 550 completed and usable cases completed and used within this study. Data were collected between January 18, 2017 and February 15, 2017. All subjects completed an online self-report survey instrument consisting of six sections regarding the proposed model and respondents demographic data and traveling characteristics. To answer the research question, regression analyses were conducted.

Four regression equations explored the intention-behavior relationship, within the Theory of Planned Behavior constructs (attitude, social norms, and perceived behavioral control), with the addition of the mindfulness variable to assess how that relationship may be altered or mediated.

This chapter consists of four sections. The first section summaries the important findings of this study and discusses the findings. In the second section, the theoretical and practical implications of the study are presented. In the third section, directions for future research and limitations of the study are discussed and the last section concludes with final comments.

Results of Hypotheses Testing and Discussion of the Findings

As presented in Figure 3, the conceptual model of this study was proposed to examine relationships among the constructs with four hypotheses.

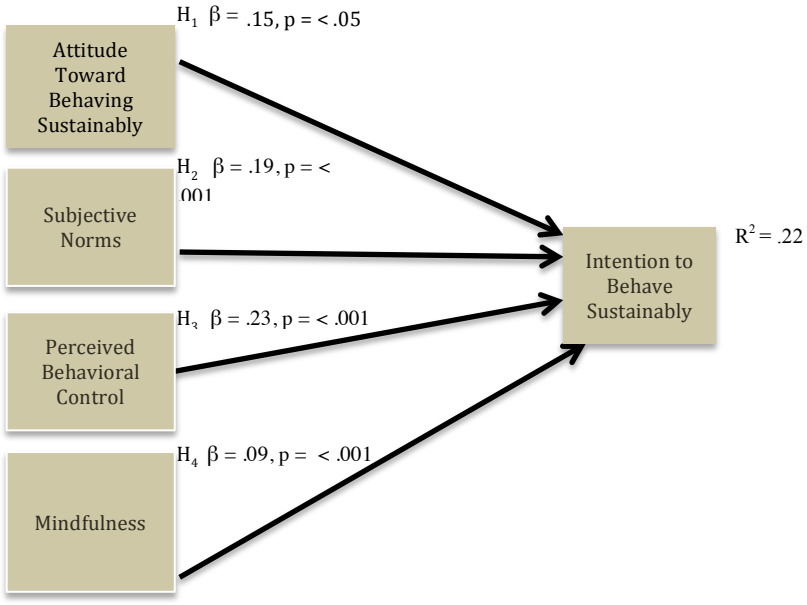

Figure 3: *Model Estimates for General Vacation Context*

Hypothesis 1: Attitude Toward Behaving Sustainably Will Have a Positive and Significant Relationship on Intention to Behave Sustainably.

The hypothesis regarding the positive and significant influence of attitude on intention to behave sustainably (H1) was supported. Attitude, in this study was defined as, "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991, p. 188). This finding provides empirical evidence in support of previous studies that noted the positive relationship between attitude and behavior intention (Ajzen, 1981; Chen & Tung, 2014; Hsu & Huang, 2012). Past literature discusses the attitude-intention relationship and states that the stronger the attitude toward a behavior the stronger the intention, which leads to a stronger likelihood for an actual behavior to be executed (Ajzen & Fishbein, 1981; Ajzen & Fishbein, 2000). In the first regression (Table 20), attitude had the lowest strength of influence ($\beta = .15$, $p < .001$) in the model. When the MM variable was added to the second regression analysis (Table 21), the strength of the attitude variable's influence remained the lowest ($\beta = .15$, $p < .001$) in comparison to the other two original TPB independent variables (PBC, SN).

Hypothesis 2: Subjective Norms Will Have a Positive and Significant Relationship on Intention to Behave Sustainably.

The hypothesis regarding the positive and significant influence of social norms on intention to behave sustainably (H2) was supported. This finding provides empirical evidence in support of previous studies that noted the positive relationship between social norms and behavior intention (Ajzen, 1981; Chen & Tung, 2014; Hsu & Huang, 2012). The influence of SN to the model prior to adding the MM variable to the regression

analysis (Table 20) ($\beta = .21$, $p < .001$); and the influence of SN to the model after adding the MM variable to the regression analysis (Table 21) ($\beta = .19$ $p < .001$) differed greatly from strength of influence seen in previous research utilizing the TPB model (Ajzen, 1981; Chen & Tung, 2014; Hsu & Huang, 2012).

Hypothesis 3: Perceived Behavioral Control Will Have a Positive and Significant Relationship on Intention to Behave Sustainably.

Hypothesis 3 was supported with a positive and significant relationship toward intention to behave sustainably. This supports empirical evidence of past studies that noted similar relationships between perceived behavioral control and behavior intention (Ajzen, 1981; Chen & Tung, 2014; Hsu & Huang, 2012). Perceived behavioral control, in this study, is defined as, " a perception of the ease or difficulty toward performing a behavior" (Ajzen & Madden, 1986). Although past literature has documented attitude as generally having the strongest direct influence to intention, both regression analyses exhibited PBC had the strongest direct influence (Table 20 &Table 21) ($\beta = .25$, $p = < .001$; $\beta = .23$, $p < .05$) on intention. Most importantly, when the mindfulness construct was added (Table 21), PBC continued to have the strongest influence on intention ($\beta = .23$, $p < .05$). This finding suggests that when an individual is mindful, then perceived behavioral control is of higher importance in the construction of their intention to behave in a specific way.

Hypothesis 4: Mindfulness Will Have a Positive and Significant Relationship on Intention to Behave Sustainably.

Hypothesis 4 was supported. The mindfulness construct used in this model (MM) was found to have a positive and significant relationship towards intentions to behave sustainably ($\beta = .09$, $p = < .05$) when controlling for AT, SN, and PBC. The MM was used instead of MMS because of its creation to be used specifically in the tourism context, whereas the MMS was a more general scale. All of the traditional TPB variables (AT, SN, and PBC) were significant ($\beta = .09$, $p < .05$) in the initial regression analysis conducted (Table 20). Furthermore, when regression equation added the mindfulness variable (Table 21) the TPB variables (AT, SN, and PBC) remained significant. The MM variable was also significant ($p < .05$) in the second regression equation (Table 21). While the addition of the MM variable slightly mediated the three TPB independent variables, mindfulness as an influence on intent was positive and significant ($\beta = .09$, $p < .05$).

Sedona Specific Context

Although not apart of the original hypotheses, the model was tested for those who traveled to Sedona. These specific individuals' responded to behavior questions specifically about their trip. The initial regression equation (Table 22) tested sustainable behaviors from those who visited Sedona (n=328), and showed attitude ($\beta = .15$, $p = < .05$) and perceived behavioral control ($\beta = .16$, $p = < .05$) to be significant, while social norms were not ($\beta = .11$, $p = > .05$). When the MM variable was added to the second regression equation (Table 23), mediation of attitude occurred ($\beta = .08$, $p = > .05$), SN

remained not significant (β = .05, p = > .05), and PBC affect was slightly reduced (β = .14, p = < .05) variables was observed. Mindfulness was positive and significant to the model (β = .362, p = < .001). The analysis of the actual behavior's done in Sedona in comparison to behavior intention in the context of a general destination is important because the findings suggest that mindfulness plays a different role when actual behavior, and/or context are incorporated.

Implications

The findings of this study have both theoretical and practical implications. This section presents the theoretical contributions of this study to existing tourism and hospitality literature, and its practical implications for tourism and hospitality marketers.

Theoretical Implications

The present study has several theoretical implications for behavior research. First, this study is one of a few empirical studies of mindfulness and Theory of Planned Behavior (Chatzisarantis & Hagger, 2007) and provides a foundation for researchers in the understanding of relationships between attitude, social norms, perceived behavioral control, mindfulness, and behavior intention. The Theory of Planned Behavior has been challenged empirically (Hardeman, Johnston, Johnston, Bonetti, Wareham, & Kinmonth, 2002; Sniehotta, 2009) and conceptually (Ajzen, 2011; Armitage & Conner, 2001; Greve, 2001; Ogden, 2003, Sniehotta, 2009) a number of times since its conception. This study extends support for the availability to use other constructs to enhance the current TPB model conceptually and empirically. Although the addition of mindfulness did not

necessarily enhance the prediction of intention, the MM variable in the model was significant. Further research can be done toward testing the mindfulness variable in different contexts of tourism.

Second, despite vast application of mindfulness across varying contexts, mindfulness has been applied to behavioral intention in a limited capacity. This study empirically supports the need for a more theoretical research to understand the relationship between mindfulness and how it affects behavioral intention and behaviors. In Langer's (1994) earlier research of mindlessness she postulated that most decisions are often made in a mindless state. Furthermore, she believed people were less likely to make active decisions when they deviated from normal routines, and were more likely to follow a passive decision making route where individuals chose from previously determined experiences and options. This study has exhibited, when the mindfulness construct is paired with the TPB model, in general contexts this is likely to be true. The results of the regression analysis comparing behaviors done in Sedona (Table 22) and behavior intention for individuals in a general travel sense (Table 23) provided empirical findings that suggest differently. According to these results, when in a more niche, or specific context of decision making to behave a particular way the relationship strength mindfulness is more significant, when paired with TPB. Future research needs to continue to understand how the varying contexts of external environments compare to the strength of the mindfulness and behavior-intention relationship. Additionally, future research could further investigate the relationship of mindfulness within a destination between those who spent time examining requested destination information prior to

visiting a destination compared to those who did not utilize planning material before visiting a destination. A deeper investigation of that relationship could further extend research to Langer's (1994) studies postulating that active decision making when an individual deviates from a normal routine is less likely and that individuals tend to follow a more passive decision making route from previously determined experiences and options.

This study extends the existing literature to mindfulness as a construct, particularly to the empirical testing of the MM and MMS measurements. Although for the final hypothesis testing the MM variable was used instead of the MMS, the MMS variable did support convergent validity of the mindfulness construct. Additionally, the mediation on the three TPB independent variables was significant when the regression equation analyzed actual behavior (Table 23), rather than behavior intent (Table 21), with the mindfulness variable. These findings suggest that context matters for both TPB and mindfulness constructs. Previous tourism and hospitality literature has studied individuals' likelihood to behave in a more frivolous and less aware manner than they normally would behave at home, these findings can be used to expand on that literature (Budeanu, 2007; Dolcinar & Grün, 2009; Miao & Wei, 2013).

Lastly, this study adds to sustainability literature by framing sustainability in a three-dimensional approach and utilizing this view of sustainability through its scales and measurements. Prior tourism, TPB, and mindfulness research generally examined sustainability through solely an environmental lens (Amel et al., 2009; Butler, 2008; Barber & Deale, 2013; Chen & Tung, 2014; Hsu & Huang, 2012). This study has

incorporated a three-dimensional approach (socio-cultural, economic, and environmental) to sustainability and incorporated those dynamics into the measurements and definition of sustainability. There is a gap of application of the three dimensional approach to sustainability throughout theoretical literature. Studies tend to focus on one aspect of the three dimensions, rather than integrating them together. The findings support that individuals have an understanding of the three dimensional approach to sustainability (Table 13), however, more research can be done to understanding the disconnect between the way that individual's value one dimension of sustainability over others.

Practical Implications

Tourism and hospitality marketers are facing a competitive and dynamic market environment as the world continues to develop with resources become scarcer and consumer demand increasingly becoming higher and more complex. To better market and promote sustainable initiatives and services in destinations this study provides practical implications for tourism and hospitality industries.

First, this study exhibits to the tourism industry that traveler's are more likely to be sustainable when they understand their sustainability options better. Perceived behavioral control was found to be an important variable in determining actual behavior for those who behaved visited Sedona. When TPB was paired with mindfulness in a destination specific context, mindfulness became significant in explaining actual behavior. Utilizing results from this study, accompanied by past mindfulness studies in the tourism context that were more focused on visual cues and interpretation (Barber & Deale, 2014; Frauman & Norman, 2004, Van Winkle & Backman, 2008), varying

tourism industry practitioners can focus their marketing, entertainment, and educational strategies. This can lead to creating more direct messaging and visual cues to induce mindfulness in areas where sustainable behavior intention may be lacking, such as, choosing lodging based on environmental practices and selecting low impact transportation options. Examples of cues that could be utilized are (Barber & Deale, 2014), (1) *providing feedback about impact*: this can reflect the impact a particular behavior or choice has, such as the number of pounds of carbon dioxide saved by using public transportation around the city in comparison to renting a vehicle. (2) *Providing statistics of resource consumption patterns of lifestyles of people from various countries of the world*: Data show, the average American generates approximately 4.65 pounds of garbage a day and consumes more than 155 gallons of water. By contrast people living in a developing country may live on less than 3 gallons of water a day (World Business Council for Sustainable Development & World Resources Institute, 2004). A hotelier can leverage this information in marketing to promote what they do to help curb water consumption down for guests. (3) *Offering information about the energy consumption of different products*: many consumers are still surprised to learn that their electronics still use energy when in standby mode. This information can be given in a vivid way. In family oriented properties, a tactic that could be used would be to place the word "Energy Suckers" adjacent to a picture of a lollipop next to appliances that should be shut off using surge protectors.

In accordance to Langer's studies on mindlessness and past tourism literature comparing pro-environmental behavior differences at home versus on vacation, it has

been documented thoroughly that individuals are less likely to behave more mindfully or sustainably when they are outside of a regular routine (Dolnicar & Grün, 2009; Langer 1994). This study suggests there is an intention or inclination to behave more sustainably and mindfully when the traveler is aware of services and see how they can participate more sustainably. This research aligns with past mindfulness and tourism research findings that found mindful tourists are more open to innovative information developed to encourage their sustainability practices (Barber & Deale, 2014; Moscardo 1997, 1999, 2009).

Second, past literature on mindfulness in the tourism and hospitality industry has been conducted in the context of festivals, lodging, museums, and outdoor recreation (Barber & Deale, 2014; Frauman & Norman, 2004, Van Winkle & Backman, 2008). This was the first study that examined respondents in the context of an entire destination. When behavior was examined specifically for those who visited Sedona, to respondents were most concerned with making sure they followed the "Leave No Trace" principles that were displayed around Sedona's parks. The same behavior was found to be most important when all the respondents were asked about behavior intentions toward acting sustainably in any destination they may visit in the near future. This finding suggests that individuals who recreate outdoors may be more mindfully oriented or more receptive to mindfully oriented information (Frauman & Norman, 2004), therefore outdoor enthusiasts should be a target market when highlighting sustainability offerings and marketing within a destination.

Lastly, spending money in local businesses and selecting locally owned and operated tours that do not put stress on the surrounding environment were both highly favored, in this study, when asking travelers about their future sustainable behavior intentions in any destination. This is critical for local businesses in tourist destinations. Moreover, bringing awareness to the uniqueness of being local is crucial for travelers' to differentiate local and non-local (Hampton, 1998). In terms of sustainability, destinations often forget about the importance of leveraging their localness, for mindfully oriented individuals, this is a feature that should be taken into account.

Limitations and Future Studies

Although this study provides a number of theoretical and practical implications to the tourism and hospitality industry, there are several limitations of this research. First, not all of the findings from this study may be generalizable to other populations and destinations. To overcome this limitation of the study, the replication of the theoretical structure should be tested with different destinations and destination specific sustainable offerings.

A second limitation of this study relates to self-report bias. Several studies have been conducted on understanding self-report bias within behavioral questionnaires (Baer et. al., 2006; Chao & Lam, 2011, Donaldson & Grant-Vallone, 2002). Although there have been many different recommendations to limit self-report bias there is always the potential that respondents may respond inaccurately or just guess what they think is the best answer for this questionnaire. Thus, future research considering a different method of data collection to study mindfulness and behavior could be conducted.

Third, this study's hypothesis was focused on behavior intention rather than actual behavior. It would be fruitful to examine actual behavior in situ, throughout various destinations, because there were differences in relationships to mindfulness and TPB when examining actual behavior measurement in comparison to behavior intention. Additionally, focusing on other specific destinations when studying intention or actual behavior may have the potential to mediate the mindfulness variable differently. Sedona was considered as more mindful destination; however, there could be even more mindfully oriented places, such as holy cities, spiritual spaces, or more artistic cities. There is also the potential to less mindfully oriented destination, such as those that are more sensory overloading (e.g., New York City, Los Angeles).

A fourth limitation to the study was the limited representation of socio-cultural sustainability measurements. Analyzing Sedona's GSTC review of their sustainability practices informed the measurements for sustainability within this study's questionnaire. The majority of socio-cultural practices pertaining to Sedona did not translate well into questions for consumers, therefore to maintain structure to how the sustainability measurements were developed there was an underrepresentation of socio-cultural dynamics for sustainable behavior questions. Future research should consider having an equal representation of each dimension of sustainability.

Lastly, pursuing other factors that can be incorporated into the model will benefit future research further. For example, socio-demographics, such as gender, might affect differently on mindfulness, attitude, social norms, and perceived behavioral control, and intention. Additionally, future research should also consider segmenting levels of

mindfulness (i.e., high mindfulness, moderate mindfulness, low mindfulness) to the conceptual model in this study.

Conclusions

This study aimed to test the impact of mindfulness on behavior intent as an enhancement to the Theory of Planned Behavior model in the tourism context. The findings from this study demonstrate that mindfulness are positive and significant to behavior intention and slightly mediate the original TPB independent variables when comparing the model without the addition of the mindfulness variable. The results of this study have both theoretical and practical value in that they fill gaps in previous tourism research on mindfulness, TPB, and sustainability. Furthermore, the results suggest further that there are other variables, such as mindfulness, that can continue to enhance the current TPB model. Future research, based on this study, should (1) replicate this study with a broader probabilistic survey sample, (2) consider using a different data collection method for mindfulness and behavior intention, (3) study actual behavior in situ, (4) incorporate equal representation from each of the three dimensions of sustainability, and (5) extend this model by incorporating other possible factors that may influence mindfulness, attitude, social norms, perceived behavioral control, and intention.

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APPENDIX A

QUESTIONNAIRE

The Center for Sustainable Tourism at Arizona State University is partnering with Sedona Chamber Commerce & Tourism Bureau to learn more about travelers who intend to visit the destination. This research is being done to satisfy a thesis requirement for earning a graduate degree. Your response is of great importance. We are asking that you fill out this questionnaire, which will take about 15-20 minutes. Your participation is voluntary. You may only participate in this questionnaire if you are 18 years or older. Submission of this questionnaire will be considered your consent to participate. There is no penalty or negative consequence if you decide not to complete this survey. If you do submit the questionnaire, you are assured of complete confidentiality.

If you submit the questionnaire you will be entered to be selected for a package prize offered by partners of Sedona Chamber of Commerce and Tourism; (1) A one night stay at Hilton Sedona Resort at Bell Rock and (2) Breakfast for two at the Grille at ShadowRock (both offers are valid through 2/28/2018). There will only be one selected winner and the selected participant will be notified 3/15/17. The winner will be contacted by email. All the information we collect will be grouped together and used for statistical purposes only. While we may use the information we collect in reports and publications, at no time will your name be released or associated with your responses. Thank you for your time and valued input.

If you have any questions concerning this research study, please contact Dr. Christine Vogt at chrisv@asu.edu If you have any questions about your rights as a subject/participant in this research, or if you feel you have been placed at risk, you can contact the Chair of the Human Subjects Institutional Review Board, through the Office of Research Integrity and Assurance, at (408) 965-6788.

Part 1 - This section will ask questions about your request for information about Sedona Chamber of Commerce & Tourism Bureau.

Did you receive the Experience Sedona Visitor Guide you requested about Sedona Chamber of Commerce & Tourism Bureau? *(Select one)*

- ○ Yes
- ○ No
- ○ Not Sure

<< >>

ASU center for sustainable tourism
ARIZONA STATE UNIVERSITY

SEDONA CHAMBER OF COMMERCE & TOURISM BUREAU

Did you use the Experience Sedona Visitor Guide for planning a visit to Sedona? *(Select all that apply)*

	When you used the Experience Sedona Visitor Guide for planning your visit to Sedona.
Immediately upon receipt in the mail?	○
Prior to a Sedona visit?	○
Enroute to Sedona?	○
During the trip?	○

How many times have you been in the Sedona area in the past 3 years? *(Select one)*

- ○ None
- ○ 1 time
- ○ 2-4 times
- ○ 5 or more times

Does Sedona seem like an eco-friendly destination? (Select *one)*

- ○ Yes
- ○ No

Did you visit the Sedona area after requesting the guide? *(Select one)*

- Yes
- No

<< >>

Below are a number of statements that refer to your personal actions during any recent trips to Sedona. *(Select one for each statement)*

	Strong disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
I chose businesses where I think my spending is retained locally in Sedona.	○	○	○	○	○	○	○
I selected lodging based on environmental practices in Sedona.	○	○	○	○	○	○	○
I chose to visit Sedona because it is a recognized International Dark Sky City.	○	○	○	○	○	○	○
I followed the "Leave No Trace" principles displayed around the parks in Sedona.	○	○	○	○	○	○	○

<< >>

Part 2 - This section will ask questions about you as a traveler and your relationship with visiting a destination.

Following the statement, "When visiting a destination..." Please rate the degree to which you agree or disagree with the following statement. *(Select one for each statement)*

When visiting a destination...

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
I want to have my interest captured.	○	○	○	○	○	○	○
I search for answers to questions I may have.	○	○	○	○	○	○	○
I want to have my curiosity aroused.	○	○	○	○	○	○	○
I inquire further about aspects of the destination.	○	○	○	○	○	○	○
I want to explore and discover new things.	○	○	○	○	○	○	○
I feel involved in what is going on around me.	○	○	○	○	○	○	○

I feel in control of what is going on around me.	○	○	○	○	○	○	○

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Part 2 Continued- This section will ask questions about you as a traveler and your relationship with visiting any destination.

This next set of questions ask about your personal outlook in general, not necessarily for travel. Please rate the extent to which you agree or disagree with each of these statements. *(Select one for each statement)*

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
I like being challenged intellectually.	○	○	○	○	○	○	○
I am always open to new ways of doing things.	○	○	○	○	○	○	○
I generate few novel/original ideas.	○	○	○	○	○	○	○
I like to investigate things.	○	○	○	○	○	○	○
I am rarely alert to new developments.	○	○	○	○	○	○	○
I have an open mind about everything, even things that challenge my core beliefs.	○	○	○	○	○	○	○

I try to think of new ways of doing things.	○	○	○	○	○	○	○
I find it easy to create new and effective ideas.	○	○	○	○	○	○	○
I am very curious.	○	○	○	○	○	○	○
I avoid thought provoking conversations.	○	○	○	○	○	○	○
I am very creative.	○	○	○	○	○	○	○
I make many novel/original contributions.	○	○	○	○	○	○	○
I do not actively seek to learn new things.	○	○	○	○	○	○	○
I can behave in many different ways for a given situation.	○	○	○	○	○	○	○
I like to figure out how things work.	○	○	○	○	○	○	○
I seldom notice what other people are up to.	○	○	○	○	○	○	○
I stay with the old tried and true ways of doing things.	○	○	○	○	○	○	○
I attend to the "big picture."	○	○	○	○	○	○	○
I am not an	○	○	○	○	○	○	○

original thinker.							
I "get involved" in almost everything I do.	○	○	○	○	○	○	○
I am rarely aware of changes.	○	○	○	○	○	○	○

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Part 3 - This section asks questions about your beliefs, attitudes, and constraints regarding sustainability in general.

Which phrase fits best to your understanding of sustainability? *(Select one)*

- ○ Ensuring the environment is preserved for future generations
- ○ Ensuring social values and cultures are preserved for future generations
- ○ Ensuring economic revenue boosts local businesses and communities
- ○ All of the above
- ○ None of the above

The question below pertains to your values to be sustainable. Please rate the extent to which you agree or disagree with the statement *(Select one for the statement)*.

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
I choose the most sustainable option available to me, even if it is more costly in terms of time, money, convenience, or personal preference.	○	○	○	○	○	○	○

Part 4 - This section asks questions about your beliefs, attitudes, and constraints regarding sustainability while you travel.

For each pair of words, which happen to be opposites, pick the one that best fits you, then also select strength of that word fitting you, following the statement, " For me, behaving sustainably in any destina might visit in the near future is...." You can also select "neutral" if neither word fits you. *(Select one for statement)*

For me, behaving sustainably in any destination I might visit in the near future is...

	Extremely	Quite	Somewhat	Neither	Somewhat	Quite	Extremely	
Desirable	O	O	O	O	O	O	O	Undes
Worthless	O	O	O	O	O	O	O	Valuab
Harmful	O	O	O	O	O	O	O	Benefi
Wise	O	O	O	O	O	O	O	Foolisl

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Part 4 Continued-This section asks questions about your beliefs, attitudes, and constraints regarding sustainability while you travel to any destination.

Below are a number of statements that refer to your personal beliefs regarding travel to any destination. *(Select one for each statement)*

	Strongly disagree	Moderately disagree	Slightly disagree	Neutal	Slightly agree	Moderately agree	Strongly agree
Most people who are important to me think I should behave sustainably in a destination I might visit in the near future.	○	○	○	○	○	○	○
Most people who are important to me would approve of me behaving sustainably in a destination I visit in the near future.	○	○	○	○	○	○	○
Most people who are important to me would behave sustainably in a destination they visit in the near future.	○	○	○	○	○	○	○
I have complete							

control of behaving sustainably in a destination I visit in the near future.	○	○	○	○	○	○	○
If I want to, I could behave sustainably in a destination I visit in the near future.	○	○	○	○	○	○	○
Whether or not I could behave sustainably in a destination I visit in the near future is completely up to me.	○	○	○	○	○	○	○

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Part 5 - This section asks questions about your intentions when you travel to any destination.

Below are a number of statements that refer to your personal intentions. Following the statement, "In the future, I intend to..." Please rate the degree to which you agree or disagree with the following statements. *(Select one for each statement)*

In the near future, when I travel to a destination, I intend to...

	Strongly disagree	Moderately disagree	Slightly disagree	Neutral	Slightly agree	Moderately agree	Strongly agree
Choose businesses where I think my spending is retained locally in any destination I visit.	○	○	○	○	○	○	○
Select lodging based on environmental practices in any destination I visit.	○	○	○	○	○	○	○
Select a low impact transportation option, such as public transportation, bike share, or group bus trips,	○	○	○	○	○	○	○

in any destination I visit.							
Choose locally owned and operated tours or attractions that do not put stress on the surrounding environment in any destination I visit.	○	○	○	○	○	○	○
Choose parks or cities that are recognized by the International Dark Sky Association, in any destination I visit.	○	○	○	○	○	○	○
Choose parks that promote the "Leave No Trace" principles, in any destination I visit.	○	○	○	○	○	○	○

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Part 6 - This final section asks basic demographic questions about yourself.

What is your gender? *(Select one. If "Other" is selected, please fill in the blank)*

- ○ Male
- ○ Female
- ○ Other

Which one of the following categories best describes your age? *(Select one)*

- ○ 18 years old and under
- ○ 19 to 24 years old
- ○ 25 to 34 years old
- ○ 35 to 49 years old
- ○ 50 to 64 years old
- ○ 65 years old and over

Do you currently live in the United States? *(Select one)*

- ○ Yes
- ○ No

Do you currently live in Arizona? (Select one)

- ○ Yes
- ○ No

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As a thank you for your time in completing this survey, one survey respondent will be randomly chosen to receive a travel package of a one-night stay offered by Sedona Chamber and Tourism Bureau, valued at $300. Would you like to opt-in for a chance to be included on that list? *(Select one response)*

- ○ Yes
- ○ No

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We thank you for your time spent taking this survey.
Your response has been recorded.

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APPENDIX B

INSTITUTIONAL REVIEW BOARD LETTER

EXEMPTION GRANTED

Christine Vogt
Community Resources and Development, School of
-
CHRISTINE.VOGT@asu.edu

Dear Christine Vogt:

On 1/11/2017 the ASU IRB reviewed the following protocol:

Type of Review:	Initial Study
Title:	A Thoughtful Journey Toward Sustainable Choices: Can Mindfulness Enhance Behavior Intent?
Investigator:	Christine Vogt
IRB ID:	STUDY00005496
Funding:	None
Grant Title:	None
Grant ID:	None
Documents Reviewed:	• Thesis_IRB_working1.docx, Category: IRB Protocol; • Consent Form_Sedona Tourism Bureau Study.pdf, Category: Consent Form; • IRB_Recruitment_Sedona_Final.pdf, Category: Recruitment Materials; • Survey Instrument, Category: Measures (Survey questions/Interview questions /interview guides/focus group questions);

The IRB determined that the protocol is considered exempt pursuant to Federal Regulations 45CFR46 (2) Tests, surveys, interviews, or observation on 1/11/2017.

In conducting this protocol you are required to follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Sincerely,

IRB Administrator

cc: Maya Azzi
Maya Azzi